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Development of a sustainable event

Case: Metso Outotec personnel and customer event

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| <p>This case study-based thesis focused on finding out how to organize Metso Outotec's personnel and customer event more sustainably. The findings of the case study resulted in finding suitable sustainability practices for the commissioner of the thesis, Finland Events. The objective was to figure out the best ways to organize a green event and to offer usable sustainability practices to the commissioner.</p> <p>The thesis was carried out by first doing a literature review in order to gain a better understanding about sustainable events and how to organize them. Close attention was paid to different sustainability labels, including EcoCompass. Following that, the commissioner was interviewed about their current sustainability practices and about the details of the case event. The catering company of the event was interviewed as well.</p> <p>The main result of this thesis is that the operations of Finland Events are largely sustainable already. Finland Events organizes events in several different venues. That is why it is challenging to manage all the things that affect the sustainability of an event. On top of that, Finland Events also organizes large numbers of events every year which also adds to the difficulty of staying up to date about the environmental effects of each one. In order to help the commissioner, improvement suggestions for the company were made. Most crucial one of them includes creating a sustainability plan for the company.</p> <p>Organizing an event that produces no emissions or waste is highly challenging. Several aspects need to be taken into account and almost always there are some tasks that are outsourced to different companies. With the help of the suggestions of this thesis the commissioner has a clear plan on what to do next in the journey to a greener future.</p> | | |
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1 INTRODUCTION

Sustainable, ecological, green, responsible, eco-friendly, and environmentally friendly are all used as synonyms of each other. All those words are used by companies, the media, and consumers. Sustainability has gained a lot of interest amongst people and even earned the title of "mega trend" (Mittelstaedt, Shultz, Kilbourne & Peterson 2014). According to a recent study 48% of Americans were more concerned about the environment since the start of COVID-19 pandemic (website of Kearney 2022). Based on this research, it is safe to say that people have not forgotten the meaning of the environment, even during a global pandemic. This should encourage event organizers to develop their practices toward a more sustainable future. Spangler (2020) suggests that even if some customers can not choose the 'greener option' a company offers, whether this is because of financial issues or something else, they will respect the company's decisions to favor and ability to offer more sustainable services.

Organizations are trying their best to reduce the amount of carbon emissions, waste, and plastic their operations produce. There are also several labels and certifications that companies can acquire to show their customers that they are taking action on the sustainability aspect. Some examples of those are the Sustainable Travel Finland label, EcoCompass, and Green Key. In the event industry, EcoCompass is used most often, but ISO 14001 certification is also common.

In this thesis I will focus on how to make an event more sustainable. The thesis is a case study, and I will focus on an event organized by Finland Events. I will study to find solution so the event could be arranged in a more sustainable way. The results of this thesis will be applied to the future events of the commissioner.

In the following chapters I will first introduce the commissioner, the case event, and the company the event is being organized for. Then I will define the subject of sustainability and introduce some of the biggest environmental labels and programs.

Following that, event management will be covered. After those, a sustainable event will be looked at more comprehensively. The necessary areas that need to be taken into consideration when organizing a sustainable event will be discussed, and ideas and alternative options to use in events will be presented. Once the theory has been discussed, the focus will shift to the sustainability of the case event. Sustainability practices used in other events will be researched.

2 RESEARCH TASK AND THE COMMISSIONER

The objective of this thesis is to identify appropriate sustainability practices for the commissioner to use in the case event and in their future events. The focus will be on preventing any harm to the environment. The aim is to find concrete practices that will create as little harm for the environment as possible. For example, compensating the carbon emissions generated by the event will not be used. If possible, emissions should be avoided in the first place.

To reach the objective, I will analyze different ways and options to organize a green event. This will be done by researching the current practices of the commissioner, researching literature, and studying existing events with green practices. Based on those, I will make suggestions about new practices that the commissioner could consider and what already existing practices could be developed. The outcome of this thesis will be ideas how the commissioner could develop their events to a more sustainable direction. They can use the suggestions when planning the case event again next year, since it is an annual celebration. This will also provide useful groundwork for the commissioner to use in other events in the future.

This topic was chosen because both sustainability and events are highly interesting subjects. Additionally, when writing of this thesis started many of the COVID-19 restrictions were still in place and the situation regarding events was uncertain all around the world. This made the interest towards live events even greater.

2.1 Finland Events

The commissioner, Finland Events, is an event agency located in Tampere, Finland. It is a part of the Tampereen Messut concern, which is the second-largest fair organization in Finland. Finland Events specializes in private and business events. The events that they organize range from mass concerts to small private events, for example, pre-Christmas celebrations. (Website of Finland Events 2022.) Tampereen Messut concern was granted the EcoCompass certificate in September 2021 (website of Tampereen Messut 2022). Since Finland Events mostly organizes events outside of the fair center, implementing the EcoCompass criteria still needs some improvements (Äijälä, personal communication on 9.3.2022).

In order to reduce waste at the event, Finland Events made banners that did not include dates. After an event, the banners are offered to the customer so that they can use them in the future for their own events or as decorations in their workplace. Because the case event is an annual event, the customer can reuse the banners in other events or reuse them next year. Finland Events has a "sign folder." It includes different signs that can be used in several events. Those include, for example, signs like "toilet," "food," and "water."

In case some signs or banners are left with no purpose after the event, they can be returned to Expotec, which can use them again in different productions. According to Minna Sinisalo, around 90% of the materials that they use in an event are used again, most of them several times. That includes decorations, tables, and tents, among other things. (Personal communication on 27.10.2022.)

Finland Events, along with the whole Tampereen Messut corporation, does close cooperation with Suomen Messukierrätys. Suomen Messukierrätys is a rather new company, it was established in 2021. It recycles fair mats and other products from different fairs and events. Recycled mats are vacuumed and resold. This is a considerable improvement, since before fair mats were used only once and then discarded. (Website of Suomen Messukierrätys 2022; Website of Tampereen Messut 2022.)

2.2 Metso Outotec

Metso Outotec was founded in July of 2020 when engineering company Metso Minerals and mining technology company Outotec merged (Vainio 2020). Metso Outotec is a Finnish company whose main business activities include mining, aggregates, and metal refining. They offer technologies and services to these branches of industry that will help their customers cut down on their energy and water usage, increase the productivity of their businesses, and reduce their risks. The company operates in over 50 countries and employs over 15 000 people. (Website of Metso Outotec, 2022.)

Progressing in sustainability is one of the targets in Metso Outotec's strategy. They are doing it by focusing on their carbon footprint and carbon handprint. Their main target is to "promote a sustainable and modern way of life." Metso Outotec has many goals for the future regarding sustainability. For example, they aim to cut carbon dioxide emissions by 50% by 2024 and get rid of them completely by 2030, compensate all their flight emissions by 2022, and cut logistical emissions by 20% by 2025. (Website of Metso Outotec, 2022.)

Some methods Metso Outotec will use to achieve their goals include reducing carbon dioxide emissions by using more renewable energy. They will invest in their own energy production by, for example, using solar power and geothermal heat. Metso Outotec has also stated that they will change their production processes and facilities to be more environmentally friendly. Metso Outotec's sustainability practices extend beyond their operations. They also require certain sustainability practices from their suppliers, for example, science-based emission reduction targets that need to be met by 2025. (Website of Metso Outotec, 2022.)

Planet Positive is a perspective created by Metso Outotec. It covers the environmental, economic, and social aspects. The Planet Positive portfolio includes specific products and services designed to address their customers' sustainability needs. With this, Metso Outotec aims to comprehensively advance corporate responsibility and sustainable development. (Website of Metso Outotec, 2022.)

Metso Outotec's sustainability practices have also been noticed on a global level. For example, Metso Outotec has made it to the Global 100 for several consecutive years. The list is formed by Corporate Knights, which was founded in 2002. It is a media and research corporation that is focused on increasing an economic system that will benefit people and the planet. They have been doing their "Global 100" list since 2005, which ranks the most sustainable corporations of the year. (Website of Corporate Knights 2022.) In the most recent ranking, Metso Outotec reached the place 40 (Corporate Knights staff 2022).

The case event is an annual celebration organized for Metso Outotec. The event is divided into two days. On the first day, there is a guest event with around 200 attendees that consist of clients of Metso Outotec. That includes, for example, stakeholders and customers of Metso Outotec. The second day is a personnel celebration for the employees of the company. The number of attendees was approximately 650. Catering of the event will be organized by a restaurant service company called Juvenes.

2.3 Topicality

When talking about event sustainability, the first thing that comes to mind might be big international events like the Olympics or Rio Carnival. This is easy to understand since the bigger the event, the more people think it will affect the environment. However, it is important to remember that smaller events also contribute to the public's perception of events and the "normal" for the events. The more sustainable the events, the stronger the norm will become.

Events play an important part in creating relationships with customers, sponsors, partners, and the local community. In a real-life event, networking is a lot different than in an online one. (Localist 2021.) After a long time working mostly behind a screen, attending live events and meetings will be a pleasing change for many people. Events can also play a major role in changing people's opinions about sustainability. This can be done, for example, by promoting different sustainability practices at the event with the help of experiences. (Mair & Smith, 2021.)

Events are changing right now because Corona restrictions are being lifted or have been lifted in some parts of the world, allowing the event industry to resume (at least somewhat) normal operations. Since the restrictions regarding events, gatherings, and meetings have been lifted in Finland (website of Regional State Administrative Agency 2022), the event industry is starting to operate again. In Finland, the event industry has not been happy with the way events have been regulated during the pandemic (website of Tapahtumateollisuus 2022). This adds to (at least my) curiosity about how the industry will recover and what kind of changes will take place, if any.

Climate change is a real and serious phenomenon, and it is strongly connected to human activity (website of NASA 2022). This has had a large effect in sustainability becoming a large trend in the 21st century. The World Tourism Organization established the Committee on Tourism and Sustainability in 2013 (website of UNWTO 2022). This shows that sustainability is important in the field of tourism and affects it greatly.

3 SUSTAINABILITY

Sustainability is a difficult term to define. Especially when it comes to academics, different areas of study define it differently. A common characteristic that is found in almost all of the definitions is the target for clean air, clean water, and clean and productive land. (Morelli 2011, 3–4.) In academia, the meaning of sustainability alters between two perspectives: nature as an object and nature as a resource. This means that sustainability is most often understood as a collection of ideas that focus on the relationship between society and nature. It varies from viewing nature as an object of study to considering it a resource that should be managed and used responsibly. (Weisser 2017.)

Sustainability is also not an easy thing to achieve. This was proven again at the most recent climate conference in Egypt. The conference caused a lot of negative feelings

amongst participants. Some felt that the decisions made at the conference did not go much further than those made at last year's climate conference in Glasgow. Many agree that those measures will not be enough to reach the aim of keeping global warming at 1,5 degrees Celsius, as set in the 2015 Paris Agreement. This shows that different countries have different opinions about what the most important thing at the moment is that everyone should focus on. (Kankkonen & Näveri 2022; Kokkonen & Jääskeläinen 2022.) Therefore, it is much more challenging to find practices that are approved by everyone. This also shows that sustainability problems cannot be solved all at once. Rather with small steps forward.

3.1 Framework for sustainability

The definition of "sustainable development" has been widely debated. The most often used definition comes from the Our Common World report, also known as the Brundtland report, that was published by the World Commission of Environment and Development (WCED) in 1987 (Raj & Musgrave 2009, 2). The definition goes as follows: "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs" (Our Common Future 1987, 37). This definition is questioned by many, including Case in his book 'Events and the Environment'. Case challenges the broadness of terms used in the WCED report. For example, the definition of "present needs" and "future needs" is rather challenging. (Case, 135).

Academics often define the term "sustainable development" separately. Sustainability is defined as something that does not permanently harm the natural environment. Development is defined as a process that advances the regular material security. (McNeill 2003, 28.) When those two definitions are combined, sustainable development can be understood as advancing the ordinary security of materials while not doing any permanent harm for the environment.

Sustainability science is a relatively new concept that covers how sustainability is affected by natural and social structures. One of the core elements of sustainability science is that it targets the needs of future generations as well as the current ones.

(Website of PNAS 2022.) Currently, sustainability science is most often used as research that provides the needed observations in order to make the regulating concept of sustainability operational. One characteristic of it is that it needs to be aimed at a concrete action. (Spangenberg 2011, 276.)

Sustainability science is often defined as research that provides the needed observations in order to make the normative concept of sustainability operational, as well as ways to plan and implement appropriate steps towards this end. Sustainability science is valuable when appropriate sustainable practices are needed. It is also helpful when considering the impacts of current practices and identifying the right actions needed to reach sustainable goals in the future. When practicing sustainability sciences, "backcasting scenarios" are often used. This means that the ideal future is described first, and from there, the scenarios are used to explore the measures needed to achieve it. (Spangenberg 2011, 276–277.)

Sustainable Development Goals (SDGs) were created by the United Nations. The first step towards the SDGs that the world knows now was taken in 1992 at the Earth Summit in Rio de Janeiro. There were 178 countries that agreed that a sustainable development plan of action was needed to improve human lives and protect the environment. Therefore, Agenda 21 was adopted. (Website of SDGs, 2022.) The SDGs were introduced in 2015 by publishing the "2030 Agenda for Sustainable Development," which consists of 17 goals and includes a total of 169 targets. The goals are presented in picture 1. The goals are examined every year in the SDG progress report.



Picture 1. The 17 SDG goals. (United Nations 2022)

3.2 Environment programs and labels

The need for sustainability standards arose in the late nineteenth century, when Europeans became concerned about the inhumane conditions of people living in colonies. This led to some improvements in the colonized countries, but the development did not last for long. The world wars occupied the minds of people for the next few years. Sustainability standards and eco-labels were the solution for ensuring fair working conditions and environmentally friendly practices in the world that had opened to free trade. The first official eco-label, Blue Angel, was released in 1978 by the German government. (Babu 2020.)

For many years, Environmental Management Systems (EMS) and different "eco" or "sustainability" labels have been popular in many parts of the world. (Boström & Klintman 2011, 31.) Eco-standards are used to help with solving and dealing with different environmental problems. They are used to symbolize things like environmental sustainability, solidarity, health, quality, and other matters. This

frequently makes it easier for consumers to make greener choices in their daily purchases. The label also shows that the particular product has an aspect that other similar products do not possess. (Boström & Klintman 2011, 28-29.)

Eco-labels are granted to companies or products by objective third parties that usually consist of environmental experts, trade union representatives, and NGOs, among others (Babu 2020). The company or product must fulfill the criteria required, depending on the label. Sometimes a license fee is demanded as well. (Boström & Klintman 2011, 28–29; website of the United Nations Environment Programme (UNEP) 2022.) Standards, however, do not determine specific requirements for companies in order for them to qualify for the certificate. (Boström & Klintman 2011, 31.)

Businesses benefit from eco-labels by using them to measure their performance and to communicate and market the environmental credentials of their products easily to consumers and other stakeholders. (Website of UNEP 2022.) The interest in sustainability labels has been on the rise in the 21st century, as mentioned previously. This has led to more and more companies applying to different labels. For example, the number of products possessing the EU Ecolabel was 21 301 in 2010. In 2022 the number has increased to 87 485 products, which is almost four thousand products more than in 2021. The number of EU Ecolabel licenses in 2022 is 2 270. (Website of the European Commission 2022.)

There are many environmental labels around the world. The website Ecolabel Index lists 456 different eco-labels in 199 countries. According to the list, there are 38 ecolabels in use in Finland. (Website of Ecolabel Index 2022.) However, that list does not contain all of the labels, but it gives a rough estimate of the number of them.

3.2.1 ISO14001-STANDARD

The International Organization for Standardization (ISO) was created in 1947 to be an independent, non-governmental international organization. Their first standard was published in 1951. In 1996 ISO launched a new environmental management family of

standards called ISO 14000. The standards in the family cover many things, for example, life cycle assessments, environmental labeling, environmental challenges, auditing, and different environmental investigations. (Website of ISO 2022.)

ISO 14001 introduces the criteria for an environmental management system. It creates a framework that a company or organization can follow. The goal is to help the company create an effective environmental management system. ISO 14001 is suitable for any type of organization, no matter the industry. It equips the organization with demands that are related to environmental systems and offers guidance on how to meet those demands. Altogether, there are over 300 000 ISO 14001 certifications granted in 171 countries. (Website of ISO 2022.) Nowadays, ISO 14001 is the most well-known environmental management system in the world. It also forms the foundation for the use of other environmental management systems. (Website of SFS 2022; Boström & Klintman 2011, 31.)

3.2.2 EcoCompass

EcoCompass (EkoKompassi) has been created based on the ISO 14001 standard. It is used nationally around Europe. The main objective of EcoCompass is to gain concrete results regarding environmental management. In order to achieve that, a person from inside the company is assigned to be in charge of executing the required tasks. That person then coordinates different responsibilities among their coworkers. EcoCompass assists their clients in achieving more environmentally friendly practices. An EcoCompass expert helps the client get started and helps along the way if needed. It also offers ready-made forms and different tools. EcoCompass is always built according to the starting point of the organization. (Website of EkoKompassi, 2022.)

EcoCompass has ten criteria points that the company needs to meet in order to obtain the certification. The criteria cover things like mapping out the current practices regarding environmental issues and instructing employees to take those into account in their operations, committing to following environmental laws, and creating an environmental promise. The organization must also create an environmental plan in

which it sets objectives and ways to reduce the environmental effects of its operations. Yearly reporting is also required. (EkoKompassi-opas 2020.)

The criteria also require the organization to have a waste management plan and handle dangerous waste appropriately. Also, chemicals need to be stored according to laws, and staff needs to be trained to work with them correctly. In order to meet all of the criteria, the organization must name an EcoCompass contact person who is in charge of coordinating the environmental work done by the company. After the certificate has been granted to the company, EcoCompass organizes auditions every three years, which are performed by outside authorities. (EkoKompassi-opas 2020.)

3.2.3 Sustainable Development Goals (SDGs)

The Sustainable Development Goals (SDGs) were already introduced earlier in this chapter. The most important goals regarding this thesis are goals 8 "decent work and economic growth" and 12, "responsible consumption and production," since they both are strongly connected to event management. Goal 8 includes target 8.9, which is "sustainable tourism." Target 8.9 focuses on creating and implementing practices that promote sustainable tourism, which will then promote local culture and products. (Website of the United Nations, 2022.)

Goal 12 includes many targets that fit well with the subject of this thesis. The targets highlight the reduction of food losses and waste in general. It also aims to increase environmentally friendly management of waste and chemicals in order to minimize their effects on the environment. Goal 12 encourages sustainable management and efficient use of natural resources. Additionally, target 12.8 introduces the idea that information about sustainability should also be accessible to everyone. (Website of the United Nations 2022.)

3.2.4 Nordic Swan

Nordic Swan is the world's first multinational eco-label (Boström & Klintman 2011, 30.) It is the most well-known environmental label in Finland, and the Nordic Swan label appears on approximately 15 000 products in Finnish markets. It focuses on its four main points, which are biodiversity, climate, chemicals, and a circular economy. It is greatly comprehensive and examined from various different perspectives.

Nordic Swan has created criteria for 55 different product and service groups in order to consider the most important aspects of environmental effects in each operation. Those groups include, for example, hotels and accommodation services, cleaning services, cosmetic products, and windows and doors. (Website of Joutsenmerkki 2022.)

3.2.5 Food labels

There are many food labels around the world. Some of them are used by the whole food industry, but some of them are limited to only specific industries. For example, seafood often has its own label. Some food labels are more trustworthy than others. The difference usually comes from the differences in comprehensiveness. (Website of FoodPrint 2022.)

Fairtrade is the most well-known sustainability label in the world. Fairtrade aims to make trade fair, as can be concluded from its name. It does this by ensuring that farmers and other workers get paid a fair amount, enabling good working conditions, and giving workers more control over their lives. One of Fairtrade's goals is to ban child labor, forced labor, and discrimination at workplaces. A product can gain a Fairtrade Mark if it meets the criteria of the three Fairtrade standards: social, economic, and environmental. (Website of Fairtrade 2022.) In Finland, there are over 1700 products that possess the Fairtrade mark (website of Reilu kauppa 2022).

The European Union organic logo can be used by organic products that have been produced in the EU. The products must be certified organic by an authorized control

agency. The agency will confirm that the product is made with at least 95% organic ingredients. The remaining 5% do not have to be organic, but they must follow strict conditions. The EU organic label must be used by all pre-packaged EU food products that are produced and sold as "organic" within the EU. (Website of the European Commission 2022.)

4 EVENT MANAGEMENT

Term ‘event’ can be defined as "a complex social endeavor characterized by sophisticated planning with a fixed deadline, often involving numerous stakeholders" (Thomas & Stephens 2022, 6). ‘Management’ can be defined as a group of standards that are all connected to planning and organizing. The term also includes the application of those standards in, for example, controlling physical, financial, and informational resources. (Website of Management study HQ 2022.) In an academic sense, ‘event management’ refers to the literature that approaches the study of events and festivals from a management perspective. Event management includes researching, designing, planning, coordinating, and evaluating events, as well as supervising and controlling the purpose, people, and place of the event. (Raj 2009, 11; Quinn 2013, 37.)

The event industry has seen huge developments in management theory during the 20th century. In their paper ‘Understanding the Management Theory in Event Management: A Conceptual Framework’ (2022), Thomas and Stephens propose four important concepts for event management: leadership, human resource management, managing change, and managing culture. From those, the most important one regarding this thesis is "change management". Thomas and Stephens suggest that it is one of the key elements of event management since events constantly change according to developments in the industry (2022, 4).

Now live events are transforming in a more sustainable direction. Especially after the impact that the COVID-19 pandemic had on the event industry and forced everything

to go online, the future of events seems to be changing. The pandemic and lockdowns made it possible for event organizers to examine their events and the effects they have on the environment thoroughly. (Eventsforce 2020; Zarczynski 2022.)

There are many ways to categorize events, and new types are emerging. Raj, Walters, and Rashid have separated them into ten different types of events: religious, cultural, sport, personal and private, political and governmental, commercial and business, corporate, special, and leisure (2009, 13–19). A newer type of event is called a webinar. The name "webinar" comes from the words "web" and "seminar" (McCabe 2018). Especially since the COVID pandemic started at the beginning of 2020, people have become much more familiar with online events (Tanidir et al. 2021). Already in July 2022, the event industry was in a much better position than at the start of the year. Live events are coming back strongly since the restrictions were lifted. (Tapahtumateollisuus 2022.)

Events range from international mega-events like the Olympic Games to small birthday parties between families. This is also why the management of each event differs a lot also. However, each event includes a different set of the following elements: contracted suppliers, paid and voluntary staff, participants, attendees, and location. (Pielichaty, Els, Reed & Mawer 2017, 3.)

Event management involves a lot of things that need to be taken into consideration. Special events management involves designing, planning, marketing, and staging events, as well as managing the logistics and legal compliance and risk issues involved, and evaluating and reporting after the event. (Quinn 2013, 37-38.) The event concept connects to the theme, event type, audience profile, and overall image of the event. While keeping all those in mind, the event also has to be appropriate and realistic. (Pielichaty, Els, Reed & Mawer 2017, 16.)

5 SUSTAINABLE EVENT

Event sustainability had not been researched much until relatively recently. Interest in environmental sustainability in the event sector rose around 2010 and has gained popularity ever since. (Quinn 2013, 145.) The three most important aspects to take into account when thinking about event sustainability are environmental protection, social growth, and economic progress (Concio 2016). In this thesis, the focus will be on the environmental and social aspects. In order to create a sustainable event, preparation and planning each play a huge role. Different resources must be analyzed well. For example, the life cycles and sources of materials used in the event must be examined. By continuing to measure and evaluate different aspects of the event and making improvements where and when necessary, the event organizers can ensure the continuous and sustainable development of their event. (Raj & Musgrave 2009, 4–6.)

The planning of a sustainable event requires strategic thinking from the organizer. The purpose of it is to make sure that all needed changes are made early enough and that they will have the most ideal effects. It is also good to keep in mind that the actions and why they are taken must be understandable to the possible stakeholders as well. That is why researching necessary frameworks and setting clear principles is important to getting the event to succeed. (Raj & Musgrave 2009, 4–6.)

5.1 How to plan a sustainable event

Organizing a sustainable event requires a lot of careful planning, analysis, and research. Depending on the nature, size, duration, and location of the event at hand, the sustainability aspect can be easy or really difficult to implement. One beneficial thing to keep in mind while organizing a sustainable event is to be transparent about what exactly is being done. This way attendees, staff, stakeholders, and others can see the concrete way a sustainable event is being created.

The main parts that should be taken into consideration when it comes to event sustainability are the following: energy, transport, waste management, waste

reduction, and purchasing and procurement of materials (Jones 2010, 3; Quinn 2013, 144). In this chapter, I will go over the fundamentals of most events in the journey toward a more sustainable event.

5.2 Use of energy

Energy production is one of the things that most often comes to mind when talking about sustainability. The main way to use energy more sustainably is to use energy that is produced with renewable sources, for example, solar or wind power. An event can also lean towards options that use less energy, for example, LED lights (website of Powerful Thinking 2023). Pedal power has also gained popularity. This offers a fun way for the attendees to produce the energy they to charge their phones, for example, themselves. (Website of eco renewable energy 2023.)

It is important to make sure that the use of energy has been considered carefully. Mapping out where and how much energy is needed at each part of the event is a method widely used by many organizers. If possible, measuring the power consumption is a good idea. This allows the organizer to determine where energy is most needed and where it is least needed. This can be helpful in future events since energy can be divided accurately. (Jones 2010, 88.) In the end, the most important rule to remember about energy use is to be smart with it and use it responsibly.

5.3 Waste management

Finland's waste law was renewed in 2021, and its obligations came into effect at the beginning of July in 2022. The new law orders companies to recycle 55% of the community waste they produce by 2025. The percentage will rise by five percentage points every five years until 2035. (Encore ympäristöpalvelut 2021.)

A company is obligated to recycle if its operations produce ten kilograms of biowaste, five kilograms of plastic or fiber packaging waste, or two kilograms of glass or metal packaging waste in a week. This shows that the law does not only concern large

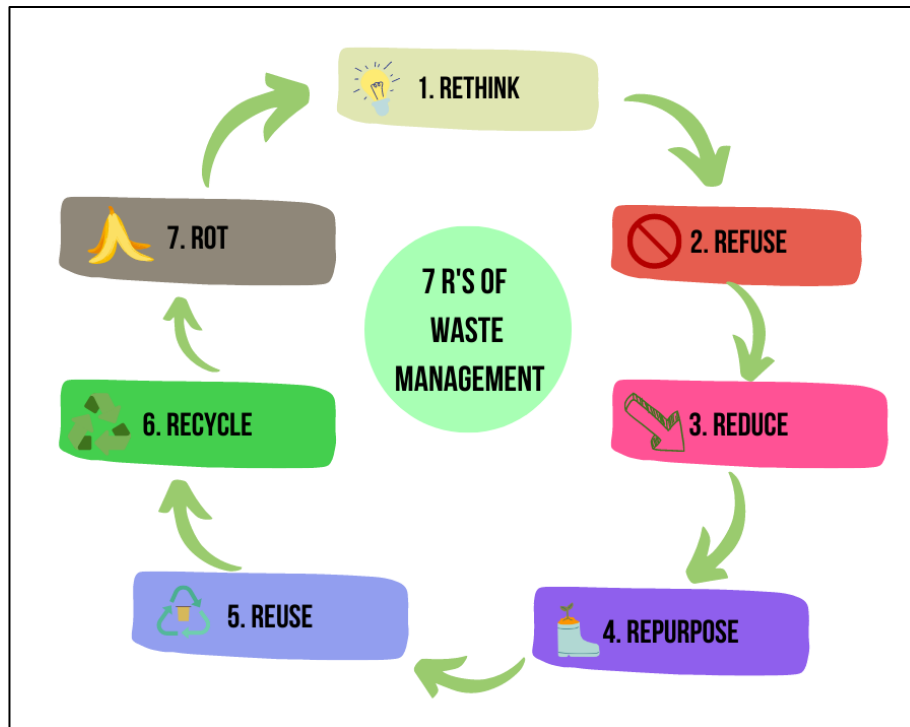
companies since those amounts of waste can be easily produced by small companies as well. (Encore ympäristöpalvelut 2021.)

In addition to the recycling obligations, the companies also need to keep a record of the waste they produce. This is required if the company generates at least 100 tons of waste per year, as well as any hazardous or persistent organic pollutants (POP) waste. Also, if the company works in the food industry and is subject to notification according to the environmental protection law. (Encore ympäristöpalvelut 2021.)

Of course, the best way to manage waste is to not produce any. Unfortunately, that is rarely possible. Since there will most often be some amount of waste, recycling it correctly is crucial. Following the event, the waste generated must be professionally disposed of. This can be done by the organizing company or an outside operator. It is important to make sure that recycled waste is handled appropriately.

A lot of the materials used can also be used again in another event, so there is no need to dispose of them. For example, many decorations do not include specific dates, which makes it possible to use them again. By preserving them accordingly, the decorations can last for several years.

Seven R's is one of the most popular models used in waste management. It is presented as a graph in picture 2. The seven R's stand for rethink, refuse, reduce, repurpose, reuse, recycle, and rot. The first three R's guide the consumer to make the best decision when making purchases. Chapter 5.6. will examine purchase making more closely. By rethinking, the consumer can clarify if the product is necessary and, if it is, whether it can be bought and used. Refusing to buy non-recyclable products and products manufactured by companies with big carbon footprints guides the consumer to choose products that are better for the environment. Reducing the number of products bought and favoring products with less packaging material helps minimize waste. (Website of The Global Hues 2022.)



Picture 2. 7 R's of waste management (Roosa Rantanen 2022)

Repurposing and reusing take place after the product has been used. Repurposing encourages the consumer to come up with new ways to use the products after they can no longer be used for the same purpose they were bought for. For example, empty glass jars can be used as flowerpots. Reusing products prevents the consumer from buying new ones too often. Instead of buying a bottle of water every day, a person could buy a glass water bottle that lasts many years and saves them money. (Website of The Global Hues 2022.)

Recycling and rotting take place at the end of the product's lifecycle. When there is no more use for the product, the consumer can recycle it if possible. This can be done by selling it in a second-hand store if it is suitable for that or by taking it to the right recycling bin. Rotting applies to things that can be composted, like food or other organic matters. (Website of The Global Hues 2022.)

5.4 Transportation issues

Transportation is a crucial part of most live events. The attendees, staff, and performers need to get to the venue; otherwise, there would be no event. The least amount of emissions would be produced if everyone used bikes or arrived by foot to the event. This can often be quite difficult because of the long distances involved.

The key thing to do in order to reduce emissions produced from transportation activities is to reduce transportation mileage. This can easily be done by always using the full carrying capacity of the vehicles. A good idea is to also favor local companies. They are already close by, so there will not be many extra miles. If possible, favor companies that use sustainable transportation solutions. For example, fuels made from used vegetable oils or other renewable sources are more sustainable than regular fossil fuels. There are a few possible options on the market. For example, the Nordic based energy company Gasum has a strong focus on developing toward a carbon-neutral future. They are doing this by creating ecological fuels like biogas. Biogas is produced by using biowaste from households and industries. Gasum is also greatly involved in sustainability. Biogas produced by Gasum has also earned the Nordic Swan and Finnish Avainlippu badges. (Website of Gasum 2022.) Another example is Neste, which has developed a renewable diesel that produces significantly less greenhouse gases than fossil fuels. (Website of Neste 2022.) In case there are no companies that offer sustainable transportation options, the event company can always encourage the contacts to start using them in the future.

A beneficial suggestion is to research the most sustainable transport technologies for each event a company organizes and try to implement them as well as possible. One example of more sustainable transportation is to use sustainable transportation companies that use alternative fuel choices, maximize engine efficiency, and plan their logistics well (Jones 2010, 144). If possible, the organizer could measure the number of attendees, the distance that they would have to travel, and their mode of transportation. This can give a good estimate of how much emissions will be produced from traveling to the event site. That information could also be collected from the bus

and train companies after the event. That data could help the organizer plan the transport differently in the future. (Jones 2010, 169.)

The emissions produced by different modes of transport should be cut down to a minimum. In order to succeed in that, the location of the event needs to be thought out carefully. If the event will take place in the center of a city, using public transportation will be relatively easy for the attendees. On the other hand, if the event were organized in a rural area, the public transportation system might not be as convenient. This might lead to people choosing to arrive by car because it is more convenient for them. In a case like that, the event organizer should consider arranging group transport or creating a carpool system. (Jones 2010, 151-153.)

Recommending the use of public transportation for the visitors and crew members is an easy place to start. Make sure to provide maps and timetables so that traveling will be as clear as possible for people. Biking and walking are excellent options as well, depending on the location of the venue. (Jones 2010, 148–149) Another option is the electric scooters that arrived in Finland in the spring of 2019 (Happo 2019). The scooters have sparked discussions regarding their safety, traffic rules, and sustainability (Happo 2019; Ford 2019).

According to a study published in *Environmental Research Letters*, e-scooters are not the environmentally friendly option that many are led to believe. The study found that the environmental impacts produced from the materials, manufacturing, and transporting the e-scooters are significant. Also, in two different surveys, almost half (49% and 45%) of the users reported that if they had not had the possibility to use an e-scooter, they would have walked or biked. This would have produced much fewer emissions. Furthermore, when buses with a high number of passengers and e-scooters were compared, buses won by producing less harm for the environment. E-scooters however won personal cars in comparison. (Hollingsworth, Copeland & Johnson 2019.)

E-scooters' pollution numbers have also been discussed in Finland. Eettisen kaupan puolesta ry (Eetti) conducted a research about the sustainability of e-scooters in

Finland. They concluded much of the same things as the study mentioned previously, including the high toxicity of materials and the long and difficult manufacturing chain. Most of the companies produce their e-scooters in China, which is known for not paying much attention to its workers' rights. This raises some questions regarding human rights. (Eetti 2022.)

A way to limit the use of cars when arriving at the event is to have limited space for parking. This way, using public transportation or carpooling would be more convenient for the visitors. Promote the advantages of public transportation and carpooling as well. Road transport is usually the most convenient option for transporting equipment and goods to the event. Road transport is also one of the methods that produces the most emissions. This is why it is critical to select companies that take the economic side into account and are located nearby.

5.5 Use of water

The most common practices at events where water is used are catering, cleaning, showers, toilets, and watering plants. In all of these practices, water should be used wisely. One of the most important aspects of this is to encourage attendees to only use the amount of water needed. Water pressure can be reduced, for example, in the taps, and automatic stop mechanisms can be installed. The event can also message about their water-conserving activities to the attendees before and at the event. This will show the attendees that the event has already made preparations in order to save water. This can therefore encourage them to do it themselves as well. (Jones 2010, 184–185)

No matter how well water is conserved, there will still be some emission water left after the event. That excess water can be put to good use around the event area. But in order to do that, the water must be free from any harmful chemicals that might harm the environment. This is why it is important to use environmentally friendly cleaning products and to ensure that none of the wastewater will end up in any body of water. If the event area is suitable and the excess water does not contain any harmful chemicals or emissions, it can be used to water the surrounding gardens, parks, or soil. (Jones 2010, 193–194)

The largest amount of wastewater will come from the toilets. Events held in buildings with restrooms cannot have an impact on wastewater treatment. At outdoor events, the organizer can choose the most suitable one from many different types of outdoor toilets. Many venues have ready built water toilets. There are also transportable toilets, for example, for chemical or compost use. Almost all of them do produce wastewater. (Jones 2010, 202–203.) Treatment of the sewage must be taken care of carefully in order to prevent any of it ending up to bodies of water.

When comparing hand sanitizers and washing hands with soap and water, the results differ depending on what the goal is. If the goal is to have as clean hands as possible, washing hands is a better option. Soap is very efficient at eliminating a lot of the bacteria and viruses from the skin. Creating friction while lathering and scrubbing helps to remove dirt, grease, and microbes that can then be washed away under running water. (Tukes 2020; UCI Health 2020.)

If the aim is to choose the most sustainable option, hand sanitizer dominates. Hand sanitizer generates distinctly less carbon dioxide emissions than washing hands. Hand sanitizers produce 1260 million kilograms of carbon dioxide, whereas washing hands produces 3270 million. The amounts differ depending on what type of hand sanitizer or soap is used, but the numbers used here are average values. Washing hands generates much more emissions since running water is needed. Also, drying hands requires a towel or hand paper. Washing towels was included in the calculations which therefore increased the amount of emissions. (Duane, Pilling, Saget, Ashley, Pinhas & Lyne 2022.)

5.6 Purchasing services and products

Events most often have decorations, built structures and other necessities. They create an enjoyable atmosphere for the event. However, the organizer should carefully consider the importance or need of each purchase. By limiting the things bought, there are fewer things to dispose of after the event. (Jones 2010, 229). When making purchases for the event, the organizer must pay close attention to how the products

have been made and whether fair labor, fair trade, and fair wear practices have been followed. Locally produced products usually follow the previously mentioned practices, which makes them a good option to consider.

When purchasing products for the event, close attention should be paid to where the products come from and how they are made. Favoring sustainably sourced and locally produced products is recommended. Also, by doing the research and finding companies with appropriate eco-labels, the organizer can be certain that the products are of good quality and that they are made with the environment in mind. (Jones 2010, 240.) However, one should be careful when looking for the best organizations to make purchases from. Several companies make sustainability claims about their products and practices that are not true. This is called "greenwashing."

Greenwashing means that a product or service is made to seem like it is environmentally friendly when in reality it is not. It can appear in advertisements, packaging, or public relations. There are also different ways of categorizing greenwashing. One of the most popular ones is the "seven sins of greenwashing" that was created in 2009 by TerraChoice Environmental Marketing. The sins are as follows: hidden trade-off, no proof, vagueness, false labels, irrelevance, lesser of two evils, and fibbing. Greenwashing is especially harmful since consumers lose trust in the companies and will therefore be more wary about purchasing products that claim to be sustainable. (Laszlo 2013, 43–44.)

A large portion of the products can be reused in another event. For example, common signs, chairs, and decorations. If the event organizers do not have a need to save the products, they can be given or sold to the client the event was organized for or to other organizations. If the event had some perishable decorations, for example, flowers, they could be gifted to staff members, attendees, or the venue owners.

6 RESEARCH METHODS AND DATA COLLECTION

6.1 Case study

The research strategy used in this thesis is a case study. Case study is a research strategy that is used to study a phenomenon within its individual, real-world context (Barick 2016; Yin 2014, 16). The aim is to conclude necessary development recommendations and plans for the case being studied (Western Sydney University 2016). In this thesis, I will focus on Metso Outotec's personnel celebration event, which therefore makes this thesis a case study.

According to Yin (2016, 10), research questions starting with the word "how" are adequate when using case studies as research methods. This is because usually there are many different relationships connected to each other that need deeper examination by the researcher (Yin 2016, 10–11). The research question of this thesis is "how to make an event more sustainable," which fits well with the characteristics of a case study.

The outcome of the research project is to map out suitable practices for organizing a more sustainable event by using the case event as an example. One way of achieving this goal is to find out the most practical ways for Finland Events to apply EcoCompass better. The commissioner will also acquire useful information and ideas that they can use in future events.

In order to identify the best sustainability practices that could be used in the case event, qualitative methods have been used to collect data. The data about the current sustainability practices of the company was collected by interviewing the employees of the commissioner company. This was done to understand the starting point. Furthermore, a literature review was written about the topic.

In order to collect the empirical data, the commissioner and the catering service provider will be interviewed about their current sustainability practices. After that, the

aspects where improvement is needed the most can be determined. Qualitative methods will fit best for this type of research task since the data needed is difficult to measure. Sustainability itself is a largely researched subject, which means that there is a lot of useful information already available. That is why I will use existing written documents and previous case studies as my sources. The interviews I will conduct will help with the specific challenges relating to the case event.

6.2 Literature review

There are many definitions of literature review. It can be defined as a project, an interpretation, a synthesis, or a task, among other things. A literature review is supposed to work as the author's version of the available literature. It showcases the parts of literature the author has chosen in an order deemed most useful. It often includes at least some criticism based on the author's own opinions. The purpose of a literature review is to explain the background of the thesis' subject and to strengthen the thesis argument. It also works as a learning opportunity for the author. (Murray 2011, 122-123.)

In this thesis, a literature review was done in order to gain information about the already existing sustainability practices used in live events. The main method of data collection in this thesis is researching already existing sustainability practices and finding the ones that would be most fitting for the case event. This is done by researching literature by several event professionals, such as Meegan Jones, who specializes in developing sustainable management solutions for live events (website of A Green Event 2022).

6.3 Interviews

Interview has been chosen to be a data collection method for this thesis. This is done because the questions presented will be open-ended, which means that the desired answers will most likely be quite extensive. The main purpose of an in-depth interview is to gather information about the interviewee's own opinions and what they deem

important (DeCarlo 2018, 365). That is why it is one of the methods chosen to be used in this thesis. In a semi-structured interview, the topic is decided beforehand, and it will be the same in each of the interviews. The questions are open-ended because they provide the interviewee with the possibility to answer exactly how they want and also to bring up topics they think are necessary. (DeCarlo 2018, 365.) This also gives the researcher the ability to ask for clarifications on certain answers.

The personnel at Finland Events were interviewed two times during the thesis process. The first interview was held in March 2022. During the first interview, the general operations of Finland Events were discussed, as were the first plans regarding the case event. Also, the events from previous years were talked about briefly. During the second interview in October, the case event was discussed more precisely, and especially close attention was paid to the aspects that influenced the sustainability of the event. The first interview was conducted in order to get a comprehensive understanding of the company first. The second interview was done to gain a detailed recollection of the case event and the operations performed there.

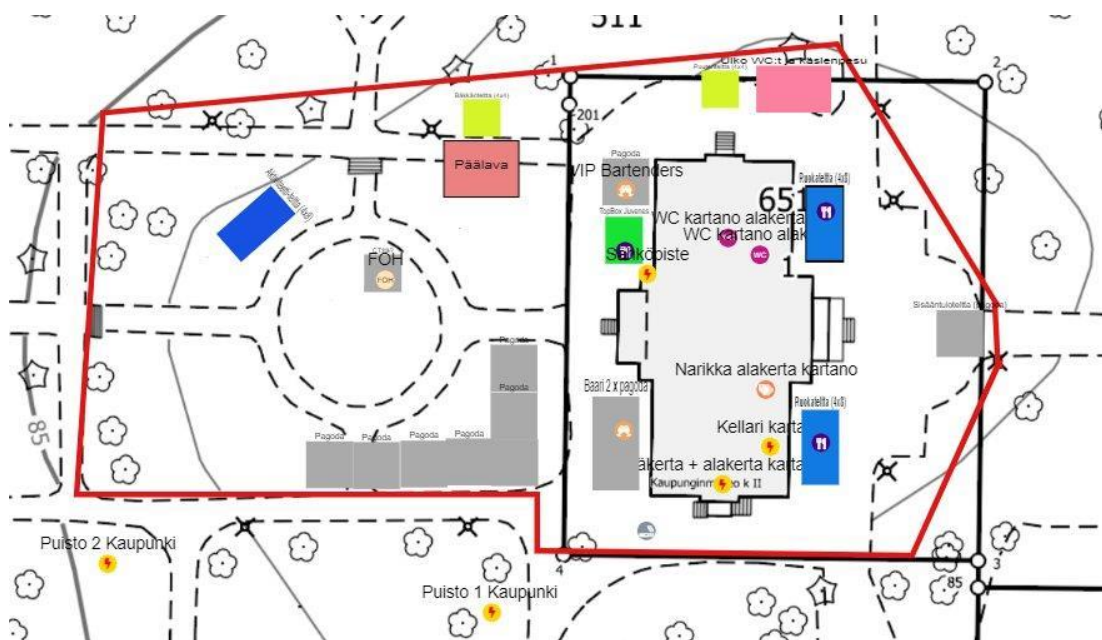
The third interview focused on the catering services of the event. Nina Lyytinen was interviewed about Juvenes' catering practices at the event and in general. The interview was conducted via email. This method was chosen since it was the best way to get the most comprehensive answers and it suited the interviewee best. The interview was conducted in the beginning of January of 2023.

7 SUSTAINABILITY IN THE CASE EVENT

The venue for the case event that was studied in this thesis was the manor of Hatanpää (Hatanpään kartano). Hatanpää manor is located to Tampere, on the shore of Pyhäjärvi. The manor has a long and colorful history. The building of the manor was completed in 1885 (website of Hatanpään kartano 2022). Nowadays Hatanpää manor serves as a venue for different occasions organized by Juvenes (website of Juvenes 2022).

Sustainability was already taken into account well in the case event. Starting already from the decision that both celebrations would be organised on two consecutive days. This made it possible that the infrastructure for the event could be built only once. Therefore, the transportation distances and times were also much shorter than if the celebrations had been organized, for example, a week apart from each other.

Both events featured the same entertainment and performers. This is why the artists stayed overnight in Tampere instead of traveling back to their homes in other cities. This made it possible to produce fewer emissions from the transportation of the performers and staff. Also, the catering was organized by Juvenes on both days.



Picture 3. Map of the event area (Finland Events 2022)

Picture 3 shows the area of the case event. The red line shows the event area as a whole. Dashed lines around the map show the walking paths that were mostly gravel, which can be seen in pictures 4 and 5 as well. The large area colored in light grey shows the location of the manor. The entrance to the event was located on the right side of the map. On the right side of the manor there are also two catering marquees, and they are marked by two blue squares that both have fork and knife symbols on top of them. The blue square on the left side of the map is the activity tent. On the left side of the manor there are two bar pagoda tents, which are colored grey (pagoda tents can be seen in pictures 4 and 5). The main stage is colored red and has a black lining. The location of

bathrooms and a place for washing hands is marked with a light red rectangle. There were also a couple of bathrooms inside the manor. The yellow spheres with red bolt symbols around the map show the locations of electricity points.

The event was not completely accessible. The manor has some stairs, and the paths in the garden are made of gravel. This makes the event area difficult to manage with for example a wheelchair or walking aids. However, the client company has not implied the need for an accessible event.

In the middle of Hatanpää manor's garden, there is a decorative flowerbed of roses. During previous years, the roses were enclosed with fences to make sure that no harm was done to them. This year, the fences were not used since the attendees were already familiar with the venue and knew not to harm the plantations. The lawn is also in great condition at Hatanpää, and it is wanted to be kept that way. Most of the walking was done on the gravel paths that go around the garden. There were also a few marquees around the event area. The grass under them was protected by a special "grass carpet," which can be seen in picture 4. Those prevented any imprints from forming on the grass.



Picture 4. Grass carpets (Finland Events 2022)

7.1 Renewable energy

The electricity at Hatanpää Manor comes from the electric utility of Tampere (Tampereen sähkölaitos). There are already power points throughout the Hatanpää manor and garden. The electric utility of Tampere has been committed to reducing its carbon dioxide emissions since 2010. In 2021, the amount of electricity they sold that was produced with renewable energy sources was 73,5%. (Website of Tampereen Sähkö 2022.) This means that the energy used at the event was sustainable to a certain point, according to the information provided by the website Tampereen Sähkö. Because electricity points had already been installed at Hatanpää Manor, the organizer had no control over how or where the energy was generated.

As stated previously, the event took place outside during the summer, so there was no need for much extra lighting. However, as the event continued until late in the evening, some ambiance lighting was made by using LED lights (6 W) in the shelters (Äijälä 2022). LED (Light-Emitting Diode) lights use the least amount of energy compared to incandescent and fluorescent bulbs. LEDs release close to zero percent of their energy as heat, unlike other lights, which release 80 to 90%. (Website of Williams 2022.)



Picture 5. Lighting at the event (Finland Events 2022)

7.2 Recycling

Planning the event produced close to no waste. The invites for the event were mostly sent out in electronic format. Only a couple of paper invitations were sent. One aspect that did produce waste were the personal paper wristbands provided for the attendees. (Sinisalo 2022.)

In the event area, there were recycling bins for cardboard and collection bins for bottles and cans. The event area was cleaned thoroughly after the event. That includes the cigarette butts that were gathered by hand by one of the Finland Events employees. They try to leave the place as clean as it was, if not cleaner, each time. (Sinisalo 2022.) This shows the dedication Finland Event has towards clean natures. After the event, the waste is taken away by the waste management company of Pirkanmaa (Pirkanmaan Jätehuolto), which is responsible for the waste management at the Hatanpää manor (Tampereen tilapalvelut 2022).

7.3 Short distances

Starting from the venue itself, transportation and its effects on the surroundings were well considered right from the beginning of the planning process. One of the reasons Hatanpää manor was chosen as the venue was that it was easily accessible by public transportation, by foot, and by bike. Public transportation was already recommended for the attendees in the invitation. (Äijälä 2022.) The Metso Outotec company is located near the manor, only around a kilometer and a half away. That is one of the reasons why many of the attendees arrived at the venue using bikes or by walking. The headquarters of Finland Events are not far either, only five kilometers away from the Hatanpää manor.

Hatanpää manor has 20 parking spaces (website of visit Tampere 2022). In order to park there the person would need a permission note, which means that the parking spots are not open for visitors. Only a couple of permission notes were written for the event, and those were only for the staff members. (Sinisalo 2022.)

Finland Events has one van and one passenger car at their disposal. The cars run on diesel or gas. In order to use the cars sustainably, the staff always loads the cars as full as they can. There are also people who have professional truck driving skills and understand how to load a vehicle efficiently. Sustainability in transportation also stems from the desire for comfortability; there is no need to make several trips when it can be done in just one. On top of that, several venues are visited or looked at during the same trip. (Sinisalo & Äijälä 2022.)

7.4 Water usage

The event did not require much water to be used at the venue. Water was needed in the event's bathroom facilities and in the catering operations that were provided by Juvenes. According to Lyytinen (2023), there was no possibility to organize a water tap that could be used freely by the guests. Therefore, water was served in bottles that could be taken freely by guests.

The event used portable hand-washing sinks that were pedal-operated and did not require much water (Sinisalo 2022). The bathroom facilities at the event consisted of ten portable toilets and one festival urinal that were all rented from MarRent Oy (Äijälä 2022). MarRent has a storage facility in Akaa, which is about 30 kilometers from the Hatanpää manor, so the transportation distance was not too long (MarRent 2023 website).

7.5 Juvenes

Juvenes is a student-owned restaurant service company that was founded in 1959. It offers lunch, café, catering, and meal services around Finland. Responsibility is one of the three values of Juvenes. They aim to be one of the pioneers in their field of work when it comes to environmental issues. They have a quality management system in use that was built according to the ISO 9001 and ISO 14001 standards. (Website of Juvenes 2023.)

The catering theme of the event was "harvest" (elonkorjuu). The menu was built around that theme, and it consisted of plenty of dishes inspired by the harvest season. For example, summery salads, vegetables and root vegetables, domestic artisan sausages with side dishes, overcooked knuckles of pork, and rural potato wedges. Dessert was harvest apple pie, berries and vanilla cream. (Lyytinen 2023.)

Drinks at the event included soft drinks, non-alcoholic drinks, mild drinks, wine, beer, and cider. Like mentioned in the previous chapter, it was not possible to arrange a tap water spot at the venue. This is why water and soft drinks were served in bottles and

cans. Bottles and cans were recycled accordingly at the venue. Additionally, there were containers for glass and small metals. Biowaste was transported to a biowaste container to Juvenes' own sorting point. (Lyytinen 2023.)

Juvenes controls food waste by following a self-monitoring plan. The plan assists in identifying the areas where food may go to waste, giving the opportunity to plan ahead of time. Making the correct amount of food is crucial when trying to reduce food waste. That is why Juvenes always confirms the number of guests with the customer two to ten days before the event takes place to make sure there have been no changes. (Lyytinen 2023.)

The quality of the products is well taken care of. Food is kept at appropriate temperatures during transport and while on display. Also, reporting about, for example, the consumption of food helps the staff anticipate the need for new batches. In order to preserve the food while transporting the products, Juvenes uses appropriate equipment to maintain the desired temperatures. They have possibilities for thermal transportation and also refrigerated containers. The right scheduling is important. It helps keep the products displayed fresh and at the right temperature. All of the food is not displayed at the same time. The consumption is followed closely, and refills are made when necessary. (Lyytinen 2023.)

The menu for each event is made according to the wishes of the customer. Menu planning produces the most noticeable results since it focuses on effective cooking methods and the right raw materials at the right time. Juvenes also uses the information from previous events to estimate the amount of food that will be needed at the event. (Lyytinen 2023.)

Like mentioned before, the event took place over two consecutive days. On the first day, there was a guest event with 200 guests, and on the second day, there was a personnel event with 650 guests. This is why the tableware differed slightly. At the guest event, the tableware consisted of porcelain plates and glasses. On the second day of the personnel event, the tableware consisted of woodfiber plates, bioplastic cups, wood cutlery, cardboard coffee cups, and biodegradable napkins. When on display,

the products were served in porcelain or steel containers, depending on the temperature of the food. (Lyytinen 2023.)

The disposable tableware Juvenes uses in its catering practices is most often Biopak-products. Disposable tableware is not used unless it is completely necessary. For example, there isn't always enough tableware for large numbers of people, like on the second day of the case event. Also, transportation might be too long, which can lead to problems with breaking and difficulties with dish services. Staff and guests are always advised to recycle when using disposable tableware. (Lyytinen 2023.)

The quality and environmental policies of Juvenes are based on three cornerstones: satisfied customers are the foundation of our services; we continually develop our own competences and experiences for our customers; and we take care of people and the environment. The environmental responsibility of Juvenes extends to environmentally friendly transportation practices of their logistical partners as well as to favoring ecolabels in washing and cleaning products. (Lyytinen 2023.)

Seasonality is preferred whenever possible, as are domestically produced goods. Juvenes does also favour organic products, and they use a lot of products that have the Nordic Swan or Fairtrade symbol. This shows that the ethical value of the products affects their choices. However, since the menus and served products are planned according to the wishes and budget of the customer, using organic or Fairtrade products is not always possible. Still, the percentage of raw materials used by Juvenes is around 80%. (Lyytinen 2023.)

The acquisition of products is guided by the non-discrimination principle, product-based quality requirements, and respecting human rights as well as work rights in Juvenes' and their partners' practices. Juvenes restaurants use only responsible fish products, for example, MSC-certified products that are marked as green on the WWF traffic light classification. (Lyytinen 2023.)



Picture 6. Catering table at the event (Finland Events 2022)

8 RESULTS OF THE CASE STUDY

There were several aspects of the case event that Finland Events could not influence. For example, what kind of transportation attendees used and how the electricity was produced. In addition, the Hatanpää manor is operated by Juvenes, which means that Finland Events did not have a chance at choosing which catering service they would

like to have at the event. Luckily, Juvenes does have respectable sustainability practices in use already.

Finland Events could not choose the electricity producer since Hatanpää manor already has an energy contract. Hatanpää manor also had a contract about waste management, which means that the waste was collected by another company. Finland Events could have collected all of the trash from the event, sorted it, and taken it to the waste station. But the profitability of that is questionable.

There was no organized transportation to or from the event, and the customer did not demand it either. This gave the attendees the freedom to choose their own mode of transportation. Using cars was not easy since the parking space was limited. This and the short distances between Hatanpää Manor and the Metso Outotec's location probably encouraged the attendees to choose bikes and walking over cars.

8.1 Improvement ideas

Some things that Finland Events could develop is to first map out how the environmental issues of the company are currently being controlled. After that, they can easily notice where the most significant effects happen and take action on those. Even though Finland Events produces close to no waste in their everyday operations, a waste management plan is still a helpful thing to prepare. Keeping a record of the waste produced is a good first step in creating that plan. Additionally, to tracking how much waste is produced it is also beneficial to examine what kind of waste it is. With the plan, it would be clearer for everyone involved to know how all of the waste must be handled and recycled.

At events where Finland Events can influence the catering services, they could make demands about the type of food that is being served. Sustainable options for food are, for example, mostly plant-based foods, seasonal foods, or locally produced foods. They could also demand reusable tableware.

Now the company could take their sustainability practices to the next level and start to inform their customers about their sustainability practices. This could be done by having small information boards at events about the sustainability practices of the company. There could also be suitable recycling bins that are labelled appropriately in order to make recycling effortless for the visitors. Additionally, Finland Events could inform their customers and stakeholders about their sustainability practices and goals.

One of the most visible actions would be to create a sustainability plan. This is an easy way to show customers and stakeholders that the company has noticed its environmental impact and is making changes to reduce it. The plan must include goals and actions that will lessen the environmental effects of the company. It also needs to be updated regularly.

8.2 Applying EcoCompass criteria

Finland Events has expressed their plan to apply for the EcoCompass certificate. EcoCompass does provide some special instructions for event organizers, but they are mostly targeted at events that take place only once a year, for example, the Flow Festival and Pori Jazz. Finland Events organizes many events throughout the year, often more than one at the same time. This makes it highly challenging to keep track of all of the things that are contributing to the sustainability of each event.

EcoCompass acknowledges that organizing events is time-consuming, which is why they advise event organizers to start planning the EcoCompass work early. It is also recognized that several things change during an event's production. Therefore, it is crucial to regularly review the estimations of environmental effects to ensure that they are up to date. These are some suggestions that could be beneficial for Finland Events.

EcoCompass advises that a waste management plan should be updated every year before the event takes place. In the case of Finland Events, where events are held all year, reviewing the waste management plan once a year is a good place to start. Usually, in event production, the waste management plan is finalized only a little before the event takes place. However, waste issues should be considered during the

whole process of planning since many decisions affect the amount and quality of waste.

As a result, the most feasible action that Finland Events could take is to develop a sustainability plan that they could implement in each of their events. By using the EcoCompass criteria as a foundation for it, Finland Events is already on a good path towards acquiring the EcoCompass certificate. In order for the commissioner to have all of the suggestions in an easily readable format a 'to do-list' was created for them. It can be found in appendix 1.

9 CONCLUSIONS AND DISCUSSION

Finland Events already does a great job with the sustainability practices they have. They do not produce much waste and are conscious about the environment. Following the EcoCompass criteria is challenging for a company like Finland Events since they organize large numbers of events in many different locations throughout the year. This makes it difficult to keep track of each location's sustainability practices. It also makes the audits that EcoCompass demands difficult.

The purpose of this thesis was to determine how to make the case event more sustainable. This was done by using the case study method, interviews, and a literature review. According to the qualitative research methods used the most important thing would be to create a sustainability plan. The plan should contain goals and concrete action plans to reach those goals.

9.1 Reliability

The reliability of this thesis was ensured by using literature and research written by the professionals of this field of study. The information used in the thesis was deemed practical when the same knowledge was found in several different sources or that the

sources supported each other. Various recent research papers were studied in order to gain the latest information from the sector.

The interviews of the employees of Finland Events were done in order to gain understanding from their current practices as well as about the case event. They were the best sources of information since they know their own practices the best. In order to gain the most reliable information about the catering services at the event the development manager of Juvenes was interviewed. She also provided a lot of additional facts about the operations of the company.

9.2 Reflection

I think that my thesis gives a good framework about all of the different things that should be taken into consideration when organizing an event. In addition to the commissioner, it can be helpful to other event agencies and organizers of festivals or other celebrations. By focusing on one particular event its evaluation was much easier than evaluating all of the events organized by the commissioner and drawing conclusions from those. The results show that creating a sustainable event is not easy. There are several aspects to take into consideration that organizing an event with zero emissions is a real challenge.

In future research about sustainable events the different approaches on how to inform attendees and audiences about the sustainability practices of the event could be studied. Since there are a lot of different sizes and types of events with diverse audiences, a comprehensive guidebook would be useful. It should include ways how to describe sustainability of the event to, for example, young children, teenagers, adults and the elderly. The different attendee groups could also be specified, if possible. There are also a lot of other possible research subjects as well.

9.3 Feedback from commissioner

The commissioner feedback was provided by Finland Events' Minna Sinisalo. The feedback will first be presented in Finnish in the form that it was received through email. After that the free translation of the same feedback will be presented in English.

Ensinnäkin onnittelut laajasta ja kattavasta opinnäytetyöstä! Meidän osaltamme olet hienosti sisäistänyt läpi käydyt asiat, ottanut ne haltuun ja tuottanut hyvin itsenäisesti sisältöä.

Tekstissä oli hyviä huomiota, jotka pyrimme ottamaan jatkossa huomioon;

- Info näkyväksi tapahtumiin ja asiakkaille jo tarjousvaiheessa sekä omille nettisivuille.
- Yleisten käytäntöjen kirjaaminen EkoKompassin pohjalta, jota voidaan käyttää kaikissa tapahtumissa.

First of all, congratulation on extensive and comprehensive thesis! As far as we are concerned, you have perfectly internalized the things we have gone through, taken them over and produced content very independently.

There were good points in the text, which we will try to take into account in the future:

- Information visible to events and customers already in the offer phase and on own websites
- Recording of general practices based on the EcoCompass, which can be used in all events.

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TO DO LIST

TOP PRIORITIES:

- ☐ Concrete actions
- ☐ Celebrate succeeding
- ☐ Transparency
- ☐ Analyse improvements

TO-DO LIST:

- ☐ Sustainability plan
- ☐ Map out environmental issues and act on them
- ☐ Waste management plan
- ☐ Communicate about green practices
- ☐ Require sustainable practices from partners
- ☐ Environmental promise

NOTES:

Keep everything up to date

Make changes when needed