

A decorative graphic on the left side of the page consisting of a vertical column of colorful confetti in shades of purple, pink, blue, and yellow, scattered and falling downwards.

# ***Sustainability for events***

*Events as concerts of international artists, sport events or big congresses and festivals attract foreign visitors. Event tourism is becoming more and more important for many destinations and it can be an important way to support shoulder or off-season tourism. Sustainability impacts include location (in relation to avoiding impacts to residents), travel footprint and accessibility, but also water, (green) energy, waste and recycling.*



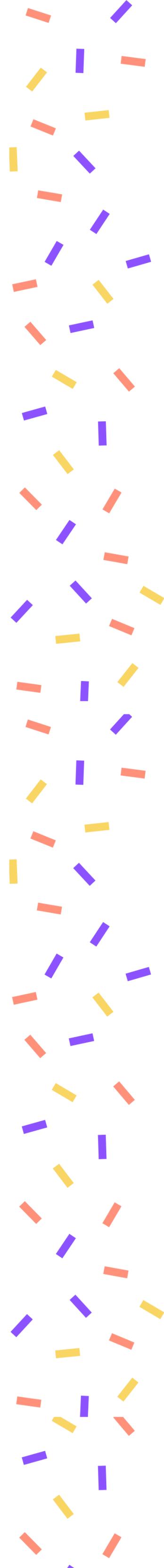
Having events within their boundaries is for Destinations a good way for being attractive for their inhabitants as well as being attractive for visitors from the region, the country and even from abroad. Events can also help destinations to expand the tourist season when placed in the off season. Events as concerts of international artists, sport events or big congresses and festivals attract foreign visitors. These visitors should also be also considered as tourists as they tend to extend their stay for exploring the host-city of an event, the region nearby as well as the host country. So called event tourism is becoming more and more important for many destinations.



A destination aiming to be a sustainable tourist destination might therefore want to have a closer look on the impact of events. As events have an impact on the climate, the local population and also on the local economy it should be one of the goals for the destination to find sustainable solutions for arranging and managing events.

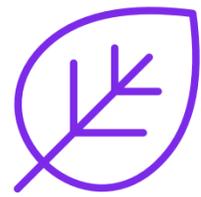


Travel, especially for mega-events with many visitors coming by plane, has the biggest impact for an event. Another one is waste, which can come from different sources as e.g. stage-building, catering but also from abandoned tents at an open air concert. Electricity is another important issue. How is it generated? With renewable energy, coal or diesel?





Often forgotten but important is accessibility, not only in general for every visitor, regardless of gender, origin, sexual orientation, faith and other but especially for people with disabilities. Everyone should be able to join and enjoy an event.



There are a lot of things to keep in mind when planning a sustainable event. Considering the impact festivals and events can have, Green Destinations awarded municipalities should be active in regulating the amount of festivals in their region, the locations where they are organised and even go as far as actively stimulate organisers to make their events more sustainable. If you would like to have support, it is just one click away.

*Green Destinations has experts in arranging and managing sustainable events in different parts of the world. They will be glad to help you to make your events a success for the people as well as for the planet!*



*Do not hesitate to contact our experts through the expert group leader, Mr. Peter Reelfs and Ms. Csenge Adriany at the GD Secretariat ([events@greendestinations.org](mailto:events@greendestinations.org)).*



# Europe and Africa



## **Northflash - Peter Reelfs**

*<https://northflash.com>, [peter@northflash.com](mailto:peter@northflash.com)*

Peter is an experienced expert in sustainable event-planning and managing. He has helped the Swedish Company Greentime (<https://greentime.se>) to lift their self assessment event-planning tool Sustainable Events (Hållbart Evenemang - <https://hallbartevenemang.se>) onto a new level. It is now Scandinavia's only certification system which includes all aspects of sustainability including audits from a third party. Today Peter is a preferred partner and auditor for this certification tool. He is also Green Destinations representative in Sweden, Denmark, Estonia, Ukraine and Faroe Islands.

Furthermore Peter works regularly as a guest lecturer at various vocational colleges where he teaches sustainable tourism and event management.

Peter is fluent in German, English and Swedish. He has basic skills in Spanish.



## **Green Leisure Group - Marco Ouwerkerk**

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Green Leisure Group is a network organization founded by independent consultants that wanted to bundle their knowledge and experience regarding sustainable business in the leisure sector. With the 3 pillars, Green Tourism, Green Sports and Green Stages as the starting point our team provides governments, entrepreneurs, event organisers and branch organizations with practical advice or support on becoming more sustainable.

Our organisation is well known with the major certification schemes (ecolabels) available for the leisure sector and plays a role in auditing as well in the development of the programs. A Greener Festival Award, Green Key, Green Destinations, GSTC, Travelife and Earth Check are part of our portfolio.

Recently we have been focused on supporting governments in formulating policies for sustainable events and helping them out on the implementation process.



# Americas



## **Riviera Maya Sostenible / Mexico Sostenible**

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Riviera Maya Sostenible (RMS) and Mexico Sostenible are GD's focal points for Mexico and Central America. Founded and led by Mrs. Beatriz Barreal, RMS made Sustainable Tourism the primary engine for development, wealth and the engine of peace; preserving at the same time, natural treasures, local culture and society, as providing a linking platform that encourages seminars, congresses, encounters, processes, training and certifications, in sustainable strategies, solutions and actions in the Riviera Maya, aligned to international standards and knowledge. Mrs. Beatriz Barreal is also a leader in developing marketing strategies, branding and communication in the corporate field.



# Asia and Oceania



## **Society for Sustainable Tourism - Susan Santos de Cárdenas**

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A savvy tourism professional and hotelier with more than 20 years' experience managing sales, marketing, operations, events - M.I.C.E. and human resources for small and luxury hotel resorts, tour operators, travel agencies, lifestyle events and publications, in the Philippines, Singapore, Peru, Japan and currently, based in Jakarta, Indonesia.

A pioneer Sustainable Tourism advocate specializing green destination development and management with community social responsibility at grassroots application. She has been a staunch innovator, keynote speaker and resource person in learning and capacity building workshops for sustainable tourism to include Ecotourism, Community-based, Sustainable MICE and Agri-Tourism promotion. President of the Society for Sustainable Tourism & Development Inc. (SST), she was a consultant and adviser for Local Government Units (LGUs) in the Philippines and a founding board member of the Asian Ecotourism Network, Green Destinations Southeast Asia Partner and Representative, and UNWTO Multi Advisory Council-MAC Partner.