

more
**SUSTAINABLE
CELEBRATIONS**

GUIES D'EDUCACIÓ AMBIENTAL 6





[A G E N D A 2 1 B C N]

**Aquesta Guia d'Educació Ambiental
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La transició cap a un model de societat més sostenible, és a dir, cap a una societat més respectuosa amb el medi ambient i més justa socialment, suposa acceptar compromisos ambientals concrets, que s'estenen a tots els àmbits de l'activitat humana.

Les festes són un dels moments més celebrats en la nostra cultura, a través de les quals commemorem fets de transcendència personal, mantenim tradicions o manifestem sentiments col·lectius. I també en aquests moments i en aquests espais és possible i necessari actuar amb la màxima coherència ambiental. Això vol dir treballar perquè la festa generi el mínim de residus possible i aquests tinguin un bon reciclatge, s'estalviïn recursos energètics, es redueixin els factors de contaminació atmosfèrica o acústica o es redueixi el risc d'accidents.

Aquesta nova Guia de la col·lecció Educació Ambiental pretén oferir informació, orientacions i consells que siguin d'utilitat pràctica per a tots aquells col·lectius, grups i entitats (esplais, escoles, grups d'amics, entitats, administracions, empreses,...) que organitzen i protagonitzen actes festius, des d'una simple festa d'aniversari amb un grup d'amics fins a un macroconcert o una festa ciutadana. La Guia, elaborada pel Centre d'Estudis Ambientals i l'Oficina de Seguretat i d'Higiene Ambiental de la Universitat Autònoma de Barcelona, per encàrrec de l'Ajuntament de Barcelona, és un producte innovador que serà sense dubte de gran utilitat per a aquelles persones que treballem per una ciutat més sostenible.

Imma Mayol
Presidenta Comissió de Sostenibilitat
i Ecologia Urbana

Advice for reading this guide

The chapters in this guide

Celebrations are systems! How do they work? provides an analytical description of celebrations, their participants and the design of the celebration site. In **Resources and ingenuity to make celebrations more sustainable** you will find ideas on ways of reducing the environmental impact of any type of celebration, as well as suggestions for financing environmental activities and raising the awareness of the persons attending. **Examples of celebrations: Case studies** is the chapter in which we give advice that can be applied to any type of celebration, from the simplest party to macro-concerts, neighbourhood festivals and local holidays, the main festivals held once a year in neighbourhoods, towns or even streets around Catalonia.

Celebration colours!

Each of the three colours found in this guide has a specific meaning:

Green provides advice on how to reduce the amount of waste generated at celebrations and how to minimise energy consumption.

Orange is used to encourage sustainable mobility and transport and guarantee the safety and well-being of the persons attending.

Purple is associated with environmental communication and education activities.

La Festa is a character that you will find throughout this guide. Look at her carefully on this first page and keep your eye out for her as you read through the different chapters in this guide. She'll provide you with lots of good advice!



The words written in *italics* are defined in the glossary.

Celebrations are systems! How do they work?

What is a more sustainable celebration like?

We view a celebration as a **SYSTEM** in which social energies interplay with material resources in a determined **SPACE** and **TIME**.

We must abandon the notion that celebrations are exceptional events in which personal conduct does not have to take the environment into consideration. We can no longer say, **"It's just for a day!"**

Celebrations consume certain **SPACES**; they occupy them and may even disarrange or decorate them such that they are radically modified or transformed. The space is transformed so that it is not recognisable, making it appear to be a new, different place and encouraging a positive perception on behalf of the participants.

Celebrations last a certain length of **TIME**, during which there is a certain degree of freedom, as well as high doses of the socialisation and imagination that we tend to ignore on a day to day basis.

The processes of interaction and individual receptivity are encouraged at celebrations. An ideal environment is created so that the messages being sent can be internalised by the participants. There is frequently a change in the participants' socialisation as a result of their experiences at the celebration.

The possibility of introducing environmental criteria at celebrations should be considered as soon as the organisation and planning begin.

In a consumer society, celebrations are associated with an increase in the consumption of goods and services.

Celebrations lead to a certain disorder which is translated into environmental effects, which in turn are even further intensified due to the concentration of these effects in a brief space and time.



Environmental effects of CELEBRATIONS:

- The consumption of resources and energy to provide goods and services to the participants.
- The generation of waste, waste water, air pollution and noise.

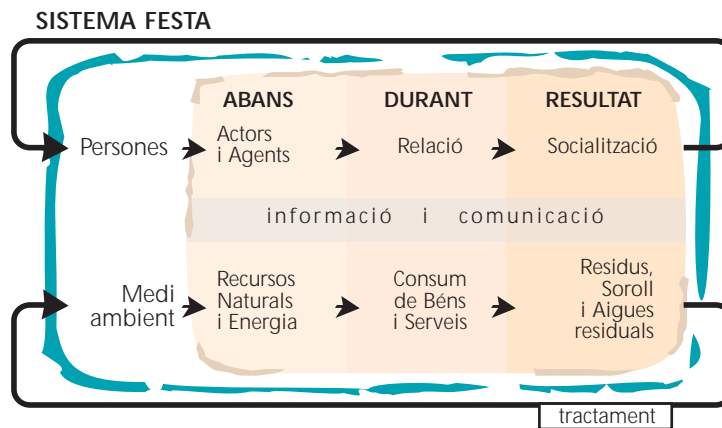
CELEBRATIONS feed on human and natural resources.

PEOPLE make up the different types of actors and

agents that participate in and interact during the celebration.

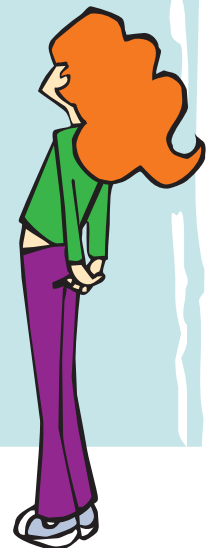
The ENVIRONMENT provides the resources and energy needed to organise celebrations.

Within a **CELEBRATION SYSTEM**, many different types of INFORMATION are generated. This will affect both the way the actors in the celebration relate to each other and the way in which they will make use of natural resources and energy in the preparation, participation and closing of the celebration.



Principles of sustainability at celebrations:

- Reduce** the use of non-recyclable containers.
- Re-use and recycle** the different types of waste generated.
- Save** energy.
- Reduce** water consumption and pollution.
- Minimise** noise pollution.
- Encourage **environmental education**.
- Avoid the risk** of accidents.
- Provide for entry and exit routes at the festival.
- Encourage **the use of public transport** for going to and from the festival.



Who participates and how to participate in celebrations? The roles played

Below we present a comprehensive list of the different roles that may be played at celebrations. At large events, different companies and persons tend to take on the different roles; however, at smaller celebrations, a single person may take on one, two or even more of the tasks we have defined.

Promoters: They establish the rules guiding the actions of other actors and agents involved. It is crucial that promoters be aware of respect for the environment since they generate the messages to be disseminated throughout the celebration and decide on the types of resources and energy sources to be used when organising the event.

Guests, persons attending or active participants in the celebration: Their main interests involve seeking interaction and fun and experiencing sensations that will later be useful when socialising with the rest of the guests.

Entertainment services: Music groups, orchestras, DJs, puppeteers, street entertainers, dance troops, clowns, fireworks, and in Catalonia *gegants* and *castellers*, etc. These are the main groups who transmit the messages that the *promoters* wish to convey. They consume resources, energy and, to a lesser degree, goods and services from the celebration itself.

Companies supplying drinks, food, etc.: These are large-scale consumers of resources and energy. They have direct contact either with the users or with the retail sellers at stands. The promoters must establish certain environmental criteria in order for companies to become suppliers for the celebration. These criteria will revolve around reducing the consumption of non-recyclable containers, encouraging the use of returnable and ultimately recyclable containers, and using local products. Their main interest is economic, although they are also interested in promoting the image of the brand they represent.

The type of celebration being organised strongly affects the actors and agents involved in organising and participating in it.



Distributors of drinks and foods to consumers (stand owners): They consume both energy and resources, and they frequently generate large amounts of waste. They must be informed about and obligated to comply with the environmental regulations of the celebration. They can be excellent communicators of the celebration's environmental criteria to the users.

Personnel in charge of setting up facilities and maintaining and adapting the space: They guarantee that services are delivered to the celebration participants. This task can be taken on by one or more service providers, all of whom must be properly informed about the celebration's environmental activities and how to co-operate with them.

Medical services: They must be present and highly visible at large celebrations.

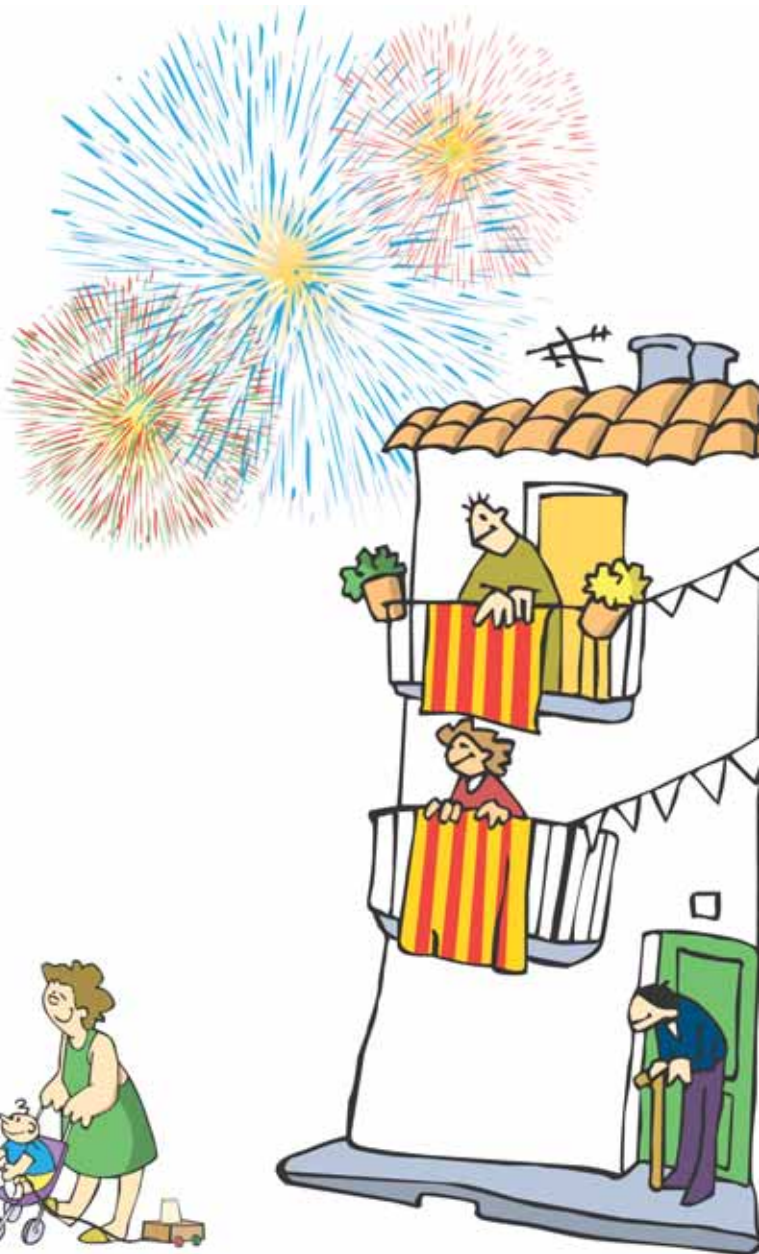
Security services: Watchmen, security personnel and traffic control: Discretion in watchmen and security personnel is important. Traffic control, on the other hand, must be clearly visible in order to avoid the accesses to the celebration being blocked for both participants and service providers.

Sponsors: They are interested in their product or message being disseminated, well received and internalised among the persons attending the celebration.

Celebrations are also highly diverse in terms of the number and type of participants.

Neighbours: They can suffer from unexpected effects (noise, dirt, disorder, ...). Neighbours frequently have negative perceptions of celebrations and want them to not be celebrated or want the disturbance they create to be minimised.

Public administrations: They want participants to enjoy the celebration, neighbours not to be overly disturbed and the environment not to be damaged.



Where do celebrations take place?

These recommendations are mainly for medium-to large-sized celebrations, although they could be adapted to small celebrations or parties as well.

Facilitate mobility, access via public transport and safety within the celebration grounds

Try to make announcements discouraging the use of private cars, such as that there will be limited parking spaces available.

Detect high-risk areas

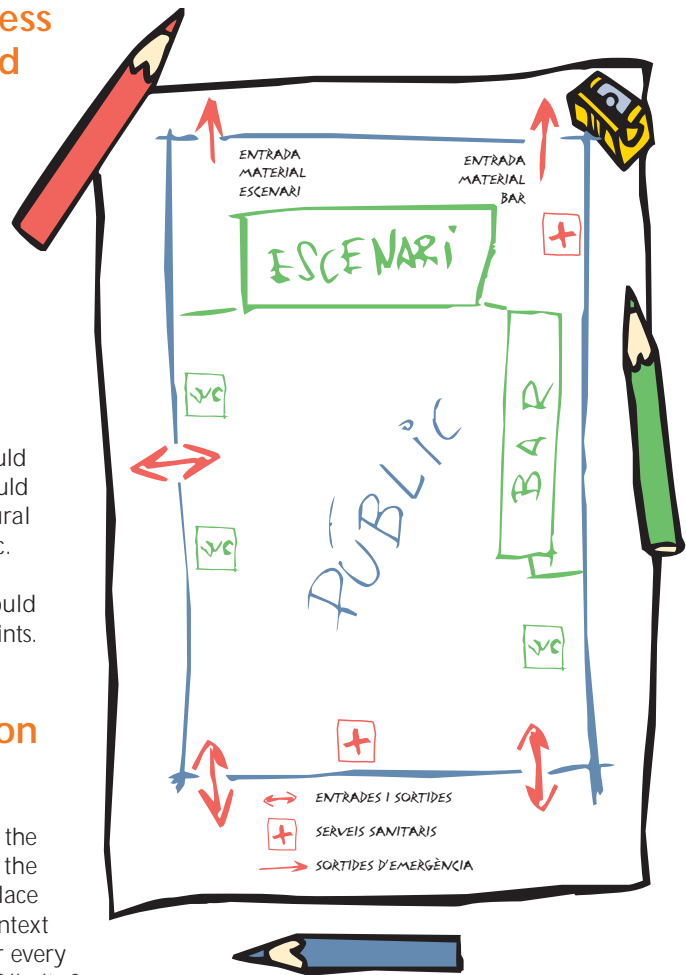
A previous inspection of the grounds could help detect critical points where they could be a high risk of accidents: architectural barriers, uneven or slippery surfaces, etc.

The needed preventative measures should be taken in order to fix these critical points.

Zoning in the celebration grounds

Design the **zoning** of the grounds where the celebration will take place. Remember the saying, "Everything in its place and a place for everything", and adapt it to the context of the festival. Assign a certain place for every service and provide for zones that are off-limits for participants.

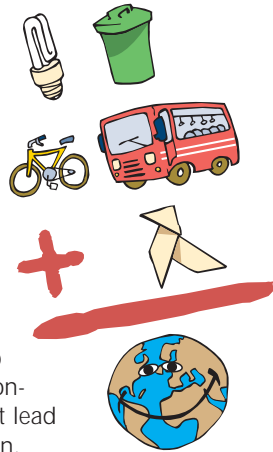
It is important that the likelihood of the public or persons attending the festival and the festival organisation staff and all associated services getting in one another's way should be minimised. Emergency procedures and evacuation routes must also be designed.



Resources and skills to make celebrations more sustainable

The economics of celebrations

A more sustainable celebration does not necessarily mean a more expensive one. If you follow some of the recommendations below you will be able to finance many environmental actions while ensuring tight financial management.



Keep in mind that participants in celebrations are willing to pay more if you offer environmentally friendly services that lead to a higher quality celebration.

Public administrations can provide support!

Public administrations are interested in the celebration's gaining the most widespread popular support possible. Many means of support can be requested from public administrations, such as requests for subsidies, cleaning personnel, volunteer groups and equipment for sorting and transporting waste.

Environmental sponsorship

Environmental sponsorship of celebrations is quite an attractive initiative. Measures aimed at reducing waste, such as using re-usable cups, recycling waste or installing more energy efficient lighting, are examples that are likely to attract economic support.

Sponsorship can range from reducing the price of services to net money deposits.

Among agents that are not directly involved in the celebration, there is a wide range of entities that would like to link their image with environmental projects. The field is wide open!

Negotiating with suppliers

For large drinks suppliers, a celebration is a business. Negotiations with a certain brand to be the exclusive drinks provider for the celebration could be conditioned on their financing certain services or accepting certain environmental requirements. Providing draught drinks or sponsoring re-usable cups are areas that are frequently negotiated. Pressure can also be applied by showing that there are other companies that facilitate the sale of ecological products, with seals guaranteeing environmental friendliness or with returnable or recyclable containers.

Sometimes drinks are distributed to participants at many different stands run by associations. One way to finance environmental initiatives is to earmark part of the fee these stands pay to finance these initiatives.

Promoters have the power to require certain types of containers and to define the type of solid products allowed at the festival. If this is done with a clear orientation toward reducing waste and promoting more ecological products, you are sure to see positive results. *que s'obtindran resultats positius.*



Social involvement and environmental education

Celebrations gather together a large number of people with receptive, participatory, sensitised attitudes. Seize on these attitudes to carry out environmental education and communication activities.

The active participation of persons attending the celebration is key to success for many environmental initiatives undertaken the day of the celebration. At the same time, it is absolutely essential to facilitate the elements and incentives needed so that people are informed about and can participate in the environmentally-orientated activities.

One excellent option is to form a **Green Team** to take on some of the environmental consciousness-raising tasks.

If you hire personnel to form a **Green Team**, do not think of this expense as being without return. The actions of these people can help reduce the amount of waste generated, make resource management more efficient, ensure the maintenance of all the environmental services provided, and even improve the quality and positive perception of the celebration.

In large and even medium-sized celebrations, it is important that the promoters establish the figure of an **environmental co-ordinator** who takes on and co-ordinates the actions needed to make the celebration more sustainable.



Defend residents' rights to peace and quiet!

A celebration organised following environmentally friendly directives will most likely have a higher degree of acceptance than a festival with no preventative or corrective measures. In order to reduce resistance, you can consider making the residents of the area the recipients of an environmental initiative whose financing would be derived from income generated from the celebration.

The three stages in the celebration: Before, during, after

1. Before the celebration...

Mention in the programme that the celebration supports more sustainable activities. With regard to mobility, suggest using public transport or carpooling and emphasise the negative effects this prevents.

Design and publish all the environmental education documents with attractive slogans. Take advantage of the media to introduce the concept of the ECO-CELEBRATION.

Form a **Green Team** as a key element in supporting the celebration's environmental initiatives for the duration of the event.

2. During the celebration...

Organise games, scavenger hunts and other fun activities to encourage the people attending to participate in some of the environmental actions, such as sorting waste into different containers.

If you hire entertainment (clowns, street entertainers, etc.), keep in mind that there are many that in addition to entertaining can have an environmental slant as well.

3. After the celebration....

Evaluate the celebration and disseminate the results through internal and local media (association newsletters and local TV, radio and press...).

The environmental impact of celebrations

The activities at celebrations can directly or indirectly impact the environment in different ways.

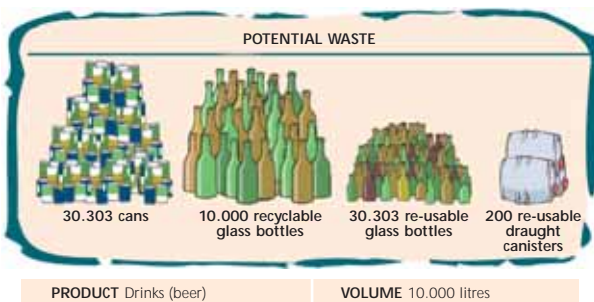
If you use the Table for Estimating Environmental Impact shown below, you can establish the potential impact of each activity and search for alternatives that can minimise this impact.

To achieve a **more sustainable** celebration, it's not enough to just supply all the different types of waste containers and collect them when the festival is over. What's also needed is good **planning**, **raising the awareness** of the participants, and active **monitoring** and **evaluation** of the celebration.

Some advice for waste management


- Consider only sorting those types of waste for which there are established collecting routes in your municipality.
- Place recycling containers in a row near trash bins, never alone.
- Mark the containers by using the symbols or pictograms for recycling.

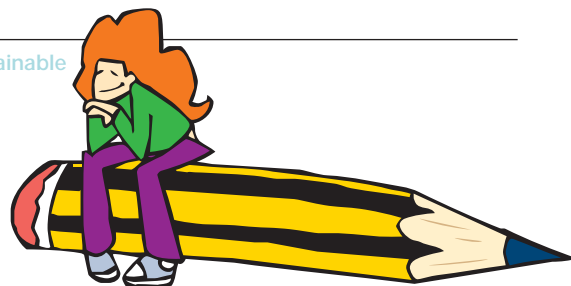
Table for estimating the amount of waste generated.



At the Festa Major of the Universitat Autònoma de Barcelona, using re-usable cups, separately collecting the glass and collecting the organic waste from the giant paella in special bins are some of the environmental actions that have led to considerable reductions in the amount of waste generated by participants. In 1997, 0.5 kg of waste per participant was generated, compared to 0.2 kg in 2002. We have achieved a 60% reduction in the amount of waste generated per participant.

Taula for Estimating Environmental Impact

ACTIVITY	RESOURCES USED	POTENTIAL IMPACT	PROPOSED ACTIONS
 Giant paella	Plates and utensils Food Gas/Fire	Waste	Use re-usable plates (glass, ceramic). Recyclable, compostable plates. Plates made of recycled material.
		Water	Use biodegradable detergents
		Noise	No effect
		Emissions	Imperceptible
		Energy consumption	Charcoal. Natural Gas. Fossil fuel (butane, propane, ...)



Check-list

In order to assist event organisers, we have compiled the main environmental priorities translated into actions that must be considered when organising celebrations. This list was inspired by an American model developed by the Environmental Protection Agency (EPA).

Set a date for the activities to be carried out before, during and after the celebration and assign persons to be in charge of each activity.

Reducing, re-using and recycling waste

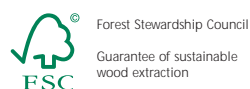
- ✓ Use recyclable plates, cups and utensils.
- ✓ When possible, serve plate-less food (food served on slices of bread, pastry crust, pies, pita bread, ...)
- ✓ Find out about the possibility of recycling different materials within the municipality where the celebration is to be held.
- ✓ Define the type and amount of waste to be generated during the celebration according to the different activities to be held and the resources to be used.
- ✓ Rent from a company or get the Town Hall to donate the number of extra waste and recycling containers needed.
- ✓ Set aside the spaces needed to put specific containers for each type of waste.
- ✓ Collect leftover food and compostable plates together in special containers.
- ✓ Calculate the number of persons attending the meals and order the exact amount needed in order to avoid an excess of leftover food.
- ✓ Donate food not served during the celebration to a charity.

Saving energy

- ✓ Use energy-saving bulbs to light spaces (street decorations, stand and stall lighting, sanitary services lighting,...)
- ✓ Choose meeting locations with have plenty of daylight.
- ✓ Incorporate mechanisms to minimise water consumption in bathrooms and showers (pulsators, valves, flow reducers, ...).
- ✓ When preparing food, try to use charcoal, a renewable energy source, as opposed to gas or electric stoves.

Contracts with product suppliers: Green purchasing

- ✓ Set purchasing conditions with the suppliers that favour products with seals guaranteeing environmental quality.



- ✓ Inform suppliers of the environmental actions that will take place during the celebration and in what capacity you expect them to participate.
- ✓ Make purchasing drinks in returnable glass containers preferable to disposable containers.

- ✓ Purchase products manufactured from recycled material.
- ✓ Make purchasing Fair Trade products a priority.

Mobility, transport and safety

- ✓ Ensure that the celebration grounds are well connected with the public transport network when deciding its location.
- ✓ Encourage the use of bicycles by setting up properly monitored bicycle parking areas.
- ✓ Set up well-marked parking areas with persons in charge of maximising the space. Reserve places for drivers with reduced mobility.

- ✓ Define efficient routes that allow proper mobility for services that periodically or sporadically need to enter the celebration grounds.
- ✓ Eliminate architectural barriers and elements that could prove to be obstacles in the flow of persons or vehicles within the festival grounds.



Consciousness-raising and environmental education

- ✓ Make it known that the celebration includes environmental actions aimed at making it more sustainable.
- ✓ Hire entertainment (clowns, entertainers, theatre) that conveys messages of respect for the environment.
- ✓ Set up a **Green Team** in charge of supporting the environmental initiatives and participating in the entire process (training, disseminating information about the initiatives, implementation, support, etc.).



Evaluation of the celebration

- ✓ Evaluate the participants' response to the environmental initiatives and their level of satisfaction and participation in them.
- ✓ Check to see if proper waste sorting has taken place, and attempt to discover the causes for improper sorting.
- ✓ Request data from the waste management companies on the amounts of each type of waste collected.
- ✓ Inform participants of the successes achieved through the environmental initiatives. Make use of the local media (press, radio, TV, association newsletters, etc.).

Examples of celebrations: case studies

Have more sustainable celebrations!

If you already know the type of festival or party you want to organise, try to incorporate the recommendations that best fit your celebration.

Plan environmental actions with enough time in advance. This will ensure that on the day of the celebration you will have all the resources and information needed to implement the environmental initiatives planned. In this chapter you will find recommendations for making all kinds of festivals and parties more sustainable. Choose the ones that best fit yours!

Without ignoring the environmental aspects of a celebration, remember that these events are always organised with the aim of the participants' having a good time.

*And remember...
It doesn't matter what kind
of festival or party you are
organising or the number
of participants, since the same
sustainability criteria can be
applied to all different kinds.*



Paint your own festival or party with the most applicable suggestions!

Paint in **green** to reduce waste and energy consumption, **orange** to encourage sustainable mobility and transport and safety and in **purple** to encourage environmental education at the festival.

The advice found in the sections devoted to smaller festivals or parties can also be applied to larger festivals. A large festival can be seen as the sum of many smaller festivals!

Let's have a party at home!

Children's birthday parties, fairs, Christmas...

When, where and with whom should we hold the celebration?

Parties held at home are small gatherings with 10 to 50 people. They tend to last an afternoon, a morning or an evening, and they generally use indoor spaces (an apartment, a house, a party hall), although they can also be held outdoors (a garden, a terrace, an apartment building patio, a camp house...). There is a high degree of social integration which facilitates the introduction of environmental measures.

Ingredients: what's going on at the celebration?

Drinks, food, music, decorations, birthday or Christmas presents, kid's games, ...



Look after the environment

Avoid generating disposable waste by buying drinks in returnable glass containers or in bulk.

- Prepare punchbowls with bulk-purchased drinks that guests can serve themselves in re-usable cups using a ladle.
- Encourage the use of traditional shared containers, such as wineskins and pitchers.
- If you can't avoid buying soft drinks in single-use containers, try to buy large-sized containers, and once empty, sort them from the other waste in order to recycle them in the yellow recycling container.
- When you shop, bring your own shopping basket, cart or cloth bag from home. In this way you will avoid going back home with many plastic bags in tow.

Use traditional plates, utensils and cups, and decorate the table with party tablecloths and napkins

- Use the same plates, cups and utensils that you use every day to serve food the day of the celebration.
- Avoid serving food on disposable plates and drinks in disposable cups.
- Use cloth tablecloths and napkins. If you don't have enough napkins you can buy some that are made from recycled material.

Serve home-made food to avoid or reduce buying over-packaged foods.

- Serve home-made food: bread spread with tomato and cold cuts, potato chips, ham and cheese sandwiches, pasta salads, fruit salads, home-made or store-bought cakes, olives, nuts, ...
- Avoid buying industrially manufactured baked goods that are over-packaged.

Reserve spaces for waste baskets where leftover organic material, plastic and metal containers, paper and cardboard and glass can be thrown away.

Use your imagination and available resources at home to decorate your celebration!

- Make ornaments to decorate your home using materials you have around the house.
- If you buy decorations, try to ensure that they are made of recycled materials and that they are durable so that you can use the same ones every year, thus saving money and reducing waste.

Be creative when giving presents!

- Instead of material objects, give a keepsake or an experience, like tickets to an entertainment event such as concerts, films or theatre.
- If you buy presents, try to make them environment- and people-friendly, made with clean technology and from recycled or recyclable elements, and stick with Fair Trade items.



Environmental education at the celebration

Before the celebration...

Invite friends using the telephone or e-mail. If you send invitations, make sure they're made of recycled paper or cardboard, or make them yourself using materials that you have around the house.

Find out how to get to the celebration using the public transport network (See the *Guide to Sustainable Mobility* by the Barcelona Town Hall).

Contact guests living in the same area that will come by car so they can carpool.

During the celebration...

Organise children's games using some of the waste that was generated while preparing for the party. In the Resources section books are cited which describe games that can be played with waste materials. Go ahead and try them!

You can also make toys using these materials. There are professionals who have designed workshops on making toys using metal containers, tins, etc.

After the celebration...

Make sure that everyone helps leave the space clean and that every type of waste that was meant to be recycled ends up in the right container. Take advantage of this activity to raise children's and adults' awareness of the importance of recycling.

Festivals at schools, youth centres, recreational centres...

When, where and with whom should we hold the celebration?

A group of people (schools, associations, recreational centres, sports clubs,...) of between 50 and 100 persons participate. From the start, the promoters must bear in mind all actions they want to implement to ensure that the sustainable festival runs smoothly and to co-ordinate the different members of the festival organising commission.

These festivals tend to last a day, a morning or an afternoon, and they can also take place over a weekend. They tend to take place indoors (a multi-purpose room in sports hall, an association clubhouse, other large indoor spaces) and/or outdoors (a square, an apartment building patio, a garden, or a camp house, etc.).

Ingredients: what's going on at the celebration?

Drinks, food, music, decorations, children's games, entertainment (musicians, clowns, actors).

Many of the suggestions in the **Let's have a party at home!** section can also be applied to this kind of festival. Why don't you take a look at them?

Look after the environment

Avoid generating waste from disposable containers by buying drinks in returnable glass containers and/or in bulk.

Serve drinks on draught.

Use re-usable plates and cloth tablecloths.

- Use traditional glass or ceramic plates for serving food and metal utensils.
- If you don't have enough plates you can rent them from specialised companies or request guests to bring plates from home.

One option is *compostable tableware*.

- If you make food for many people, use tableware made of compostable material that after using can be thrown away in the containers reserved for organic material.

Re-use cups or have every person bring his or her own cup

Use glass or hard plastic cups that can be re-used after washing. Plastic cups can be bought at the companies mentioned in the chapter on Resources and addresses. These cups can be rented to persons attending the party. (An explanation of cup rental systems can be found in the section on Large-scale festivals.)



Consider buying enough re-usable cups to cover all the events organised by your entity.

- Encourage guests to bring their own cup or champagne glass from home, and provide incentives for this by offering lower prices for drinks bought using one's own cup.

Buy the ingredients for making the food at markets, and avoid buying foods that are over-packaged.

- Sugar, salt, condiments, sauces: serve them in glass, wooden or ceramic bowls instead of buying individual servings.

Separate recyclable waste.

- Make sure there are recycling processes in place for the materials you are thinking of recycling in the municipality where the festival will take place. If these processes do not exist, you can hire them out from a private company. Seize the opportunity to request that the local administration initiate selective waste sorting for certain types of waste (organic material) that it is not currently doing.
- Encourage people to sort waste by providing and differentiating specific containers for each type.

- If the festival takes place outdoors (in a garden, field, etc.) on grounds belonging to members of the organising association or group, you can consider composting the leftover food generated at the festival. In this way you will be recycling waste while at the same time educating and raising participants' awareness.
(See Guide to Composting by the Barcelona Town Hall.)

- Another option to consider is contributing the food not served during the festival to a social service organisation.

Clearly identify the types of waste to be thrown away in each container by using attractive panels and illustrations.



Environmental education at the celebration

Before the celebration...

Inform the participants that they will participate in a more sustainable festival.

On posters advertising the festival, clearly explain that it is an Eco-festival, a more sustainable festival, a waste-free festival, etc.

Send invitations via e-mail to those guests with e-mail addresses.

Use recycled materials for posters, brochures, leaflets, etc.

Take advantage of internal local media (Internet, newsletters, TV, radio newspapers, ...) to publicise the more sustainable festival.

During the celebration...

At schools and recreational centres you can do a lot of activities that are fun yet at the same time convey messages about respecting the environment:

Showing videos, cartoons or documentaries on environmental topics, depending on the age of the people attending.

Holding workshops using waste, in which children can make their own toys using material usually considered waste.

Hire clowns to perform entertaining shows that include messages about reducing, re-using and recycling waste.

Schedule story-telling on environmental topics such as nature, pollution and waste reduction.

After the celebration...

Take advantage of the momentum to visit a waste treatment facility or a household waste facility, bringing some waste generated at the festival or during its preparation.



Town, neighbourhood, street festivals, local holidays...

When, where and with whom should we hold the celebration?

A local holiday is the much-anticipated high point of the year for residents. The festival can last for one and two days or up to more than a week. The spaces in which the festival is held are frequently dispersed outdoors. There is a high degree of participation among different actors in its organisation (neighbourhood associations, entities, local administration, ...). Social integration is moderate, and differing leisure interests are mixed together. These are all factors that complicate the introduction of environmental measures.

Despite these possible complications, taking on the challenge of organising a more sustainable local holiday can bring great benefits, both social and environmental.

The departments of culture and the environment at the municipality's town hall and the different entities organising the festival must jointly plan both the entertainment and the environmental activities.

Ingredients: what's going on at the celebration?

Stands selling drinks, food and crafts. Town or neighbourhood bars participating in the festival. Entertainment: music, orchestras, travelling discotheques, amusement park rides, sanitary services (chemical WCs), children's games, decorations, popular meals, etc.

Don't forget that the suggestions given in the previous sections can be applied to this type of celebration. We recommend that you take a look at them.



*Take on the challenge of a more sustainable festival!
We all end up winning!*

Look after the environment

Serve drinks in re-usable cups!

Re-usable cups reduce the volume of waste generated by disposable cups. Managing the re-usable cup rental is explained in the section on large-scale festivals. Consider extending the cup rental service to bars.

Organise meals for many people with less waste. Make them more sustainable!

Remember the **3 Rs** of meals:

- 1. REDUCE** the generation of leftovers. Plan the menu well and only buy the amount of food needed. When possible, serve the plate-less food such as food served on slices of bread or pita pockets or in pies.
- 2. RE-USE** glass or ceramic plates. You can rent both the plates and a portable dishwasher to ensure that the same plates can be re-used throughout the festival. Another option is to negotiate with a bar or restaurant to wash the dishes.
- 3. RECYCLE:** Use *compostable tableware* that can be recycled along with the other organic waste generated while preparing the food.

Organise flea markets for used materials

These flea markets create an exchange point between those offering products or materials they no longer consider useful and those who find some value in them. The purchase conditions are always decided on between the two parties (vendor and purchaser) and can at times consist of a simple barter.

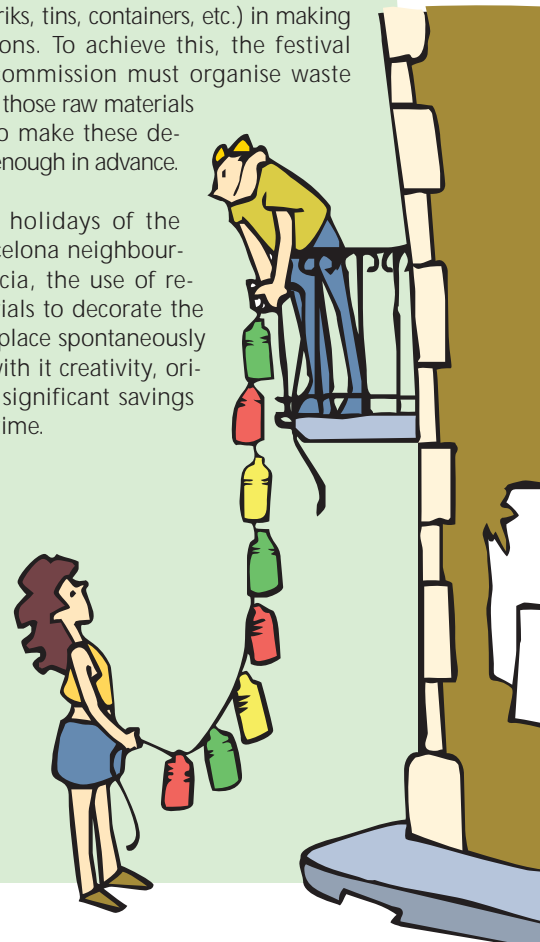
Provide back-up for the waste disposal services and street cleaning

On the days of the festival, provide back-up for the waste disposal services by increasing the number of waste and recycling containers. Schedule the times for waste disposal and street cleaning. Provide for and facilitate access to all streets where containers must be emptied and those to be cleaned so that there are no obstacles, stages or decorations that prevent these services from being performed.

Decorate the streets using recycled materials!

Decorations on the streets or in the neighbourhoods where festivals take place make streets appear festive. Initiatives aimed at sustainable decoration consist of encouraging the use of waste (Tetrabriks, tins, containers, etc.) in making the decorations. To achieve this, the festival organising commission must organise waste collection for those raw materials to be used to make these decorations far enough in advance.

In the local holidays of the popular Barcelona neighbourhood of Gràcia, the use of recycled materials to decorate the streets takes place spontaneously and brings with it creativity, originality and significant savings at the same time.



Look after the well-being, mobility and safety of the participants and residents!

Facilitate the participants' and residents' mobility

On the days of the festival there can be restrictions on vehicular traffic in many streets. Request from the Town Hall the permits needed, inform the residents of the neighbourhood that they will find certain streets closed, and provide them with information on alternate routes.

Limit the volume of the music

Establish the maximum acceptable volume for music groups. Plan the locations of the stages and the placement of the loud speakers so that the residents of the street or square are disturbed as little as possible.

Environmental education at the celebration

Before the celebration...

Design publicity materials in which the festival's ecological initiatives are announced.

Some concepts that are easily illustrated and convey the concept of sustainability are: balance, harmony, cycles, etc.

Set up a **Green Team** to support the festival's environmental initiatives. This team should feel part of these actions through participating in the planning, dissemination, implementation and evaluation of the festival.

During the celebration...

Hire entertainment groups that organise shows with environmental messages focused both on respecting the environment and on waste reduction, re-use and recycling.

(See Resources and Addresses at the end of this guide.)



Some suggestions:

- Plays on topics related to the environment, nature, ...
- Waste processions (combining music, messages and figures made from recycled material)
- Fun games for children using waste
- Clown shows that entertain and convey environmentally friendly messages
- Scientific experiment workshops on environmental topics (use of renewable energy, saving water, ...)

After the celebration...

Write up a report in which the environmental actions are evaluated, and share these results in terms of waste reduction and recycling with residents of the municipality.

Request data from the waste management company on the amount of waste collected for recycling.

Disseminate this information to the media and companies that have in any way participated in the festival.

Sustainability criteria when setting up stands

Use **durable materials** that allow the stand to be re-used in future festivals.

Serve **regional products** and support environmentally friendly agriculture.

Serve **drinks in bulk** in re-usable cups.

Serve food on **re-usable or compostable tableware**.

Recycle glass, plastic and metal containers as well as organic leftovers.

Make a **container set** available to aid in sorting the different kinds of waste generated.

Light the stands using **energy-saving bulbs**.

Use **charcoal** for cooking.

La **paradeta** de l'Associació Naturalistes de Girona (ANG) a les Fires de Sant Narcís de Girona el 2000 va ser dissenyada amb criteris de sostenibilitat.



Festivals, macro-concerts, entertainment fairs...

When, where and with whom should be hold the celebration?

These are gatherings of up to tens of thousands of people. They are characterised by a low degree of social integration among the participants. They can be celebrated in:

- **zoned outdoor areas:** grounds demarcated into different zones: campgrounds, bar areas, concert areas, ...
- **dispersed outdoor areas:** (similar to the festa major).

These are intensive festivals that tend to have significant impact on the environment. Their duration can vary greatly: from one to about four days.

These factors make it difficult to introduce environmental initiatives. The participants' lack of feeling of belonging to the space further complicates the implementation of measures aimed at making the festival more sustainable.

Ingredients: what's going on at the celebration?

Stages for music groups, stands providing a wide range of services: food, drinks, merchandise sales, etc. Campgrounds, cooking and cafeteria areas, supermarkets, sanitary services (chemical WCs), emergency services (doctors, security).

This is the most complex type of celebration. All the suggestions given up to now can also be applied to this type of large-group event.



The challenge of organising a more sustainable celebration has assured benefits:

- Reducing its environmental impact
- Increasing the socialisation of the participants
- Making a profit

(See The Economics of Celebrations on page 9.)

Look after the environment

Reduce the consumption of disposable containers

Negotiate with the stands to serve both beer and soft drinks on draught. This measure can be made mandatory and can be included in the terms of suppliers' contracts.

Install vending machines with lower waste output

Choose to install beverage vending machines that use returnable containers and machines where these containers can be returned.

Install coffee machines with the option of service without a cup, with cheaper prices for consumers who use their own cups. Negotiate with the company managing the machines that they provide coffee brought to market through Fair Trade policies.

Save water and electricity

Minimise water consumption in WCs, showers and bathrooms through volume reducers in the tanks, flow reducers, and water pulsators in showers and bathrooms.

Rent enough chemical WCs and install them in well-marked spaces to avoid unhealthy behaviours.

Use energy-saving bulbs in bathrooms, for exterior lighting and at the stands.



Selective waste collection

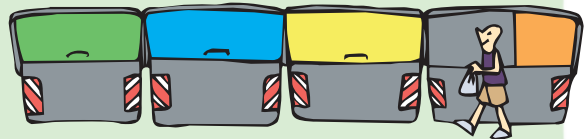
Establish the terms of collection (times, access routes for trucks, etc.) with the company or local administration that will manage it.

Place the selective waste collection and waste containers in highly visible spots. Ensure that they do not impede participant movement flows.

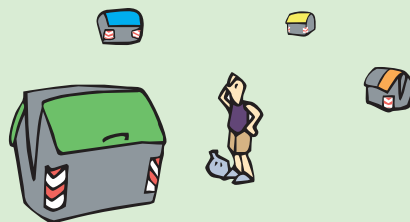
Provide a complete set of recycling and waste containers. Avoid spreading isolated containers throughout the festival grounds!

Distribute enough garbage bags for glass and waste to stand owners. If you recycle other materials (paper, containers, organic waste), provide them with information on the location of the containers and the recycling regulations.

Encourage



Avoid



Managing re-usable cups

- Estimate the number of participants in the festival and purchase the number of hard plastic cups needed (at least one per person).
- Set up a sufficient number of stands for renting and returning the cups, making them highly visible and showing slogans encouraging re-use, waste minimisation, etc.
- Rent a dishwasher to wash the cups as they are returned, or negotiate the use of the dishwasher of a restaurant or bar close to the festival grounds.

Ensure the success of the re-usable cup initiative by holding a strong information campaign in which the following are clearly defined:

- Opening and closing times of the cup rental and return stands
- Cup rental price

Re-usable cups are a tool for minimising waste. Using this strategy purely for profit motives will lead participants to reject the initiative. A fair price for cup rental is 1€.

Establish the compulsory use of reusable cups and refuse to accept the use of disposable ones.

Some catchy pro-re-use slogans printed on cups are:

"Reuse is good to use" (Girona)

"The cup more than once" (Molins de Rei)

REUSABLE CUP SPECIFICATIONS

Material:

Hard plastic that won't break if dropped.

Capacity:

More than 300 ml

Can be printed on

Can withstand high temperatures (dishwasher)

Attractive design

Appropriate for consumption

Cups in Local Holidays

The UAB festival was the first to introduce re-usable cups in 1998. Since then, approximately 30,000 participants use these cups each year!

Currently, many towns in Catalonia, among them Figueres, Cardedeu, Salt, Sant Cugat del Vallès... use these cups in their local holidays.

Why don't you use them, too?



Look after the well-being, mobility and safety of the participants and residents

Ensure that the festival can be reached using public transport and co-ordinate the festival's timing to coincide with that of public transport services, providing back-up or additional transport if necessary.

Prepare well-marked and conditioned parking zones with spaces reserved for persons with reduced mobility. Provide properly monitored bicycle parking areas.

Guarantee proper, safe internal mobility for the organisers, service providers and participants.

Establish channels of communication and mobility for all the organising services. Guaranteeing communication among security teams during the festival is vital, especially in emergency situations.

Organisational personnel should wear a type of badge (coloured bracelets, armbands, etc.) so they can be quickly and easily identified.

Place the stages so that music from the concerts does not disturb the other festival participants

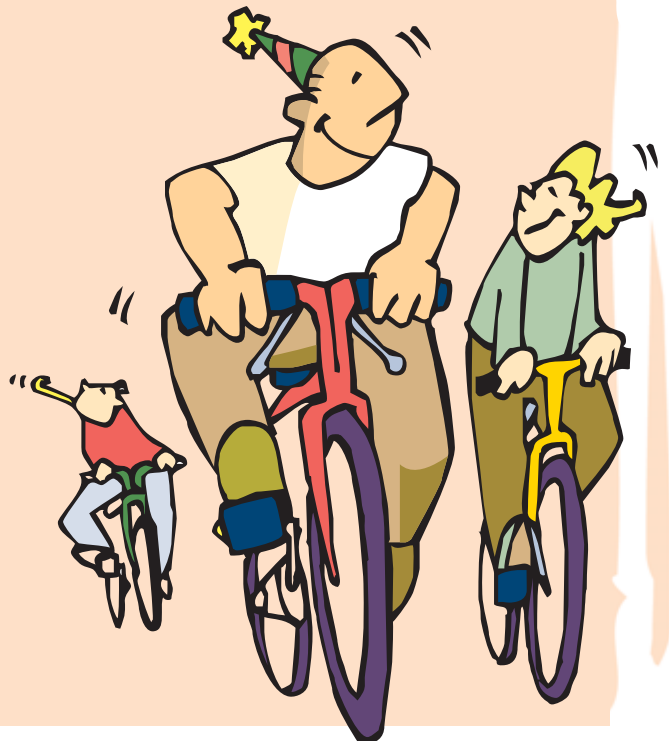
When setting up the stages, think about their acoustic impact. Plan carefully, bearing in mind the stage location, the placement of the loud speakers, the sound potential, and the residents most likely to be affected. Inform the residents of possible disturbances in advance. If possible, install sound-absorbing acoustic panels.

Reduce the post-festival impact

When the festival is over, the grounds should be left in their original state. Hire cleaning services committed to providing quick, effective service. When negotiating the contracts with these companies, include the use of products that will not harm the environment.



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Environmental education at the celebration

Before the celebration...

Use the media (local press, radio, television) to spread the word about the environmental nature of the festival (EcoFestival, EcoConcert, etc.).

On the festival entrance ticket, mention the environmental component of the festival and explain that part of the entry fee will go toward managing the environmental services.

Provide information on the festival's environmental regulations at all the stands.

Form a **Green Team** to look after the environmental initiatives before, during and after the festival.

Create a **green pool** with information on music shows and environmental events at the festival.

During the celebration...

Encourage the music groups to declare their support for the festival's environmental initiatives during their shows.

Provide reminders of the environmental regulations at stands where it appears these regulations are not being followed. Re-stock the environmental information at stands that have run out.

By using re-usable cups, environmental awareness is being raised and participants' behaviour is being affected.

Place informational panels near the recycling containers that clearly indicate the type of waste to be placed in each container.

After the celebration...

Write up an evaluative report of the results obtained through the different environmental initiatives, and use the media to publicise it to all the agents that directly or indirectly participated in the festival.



Functions of the Green Pool

Informative

- Information on entertainment: acts, times, stages, ...
- Information on environmental initiatives: re-usable cups, selective waste collection, use of **compostable tableware**, ...

Logistical support

- Storage and subsequent distribution of containers and other materials (on the festival grounds, at the **stands**, etc.).

Meeting point

- Where the **Green Team** can co-ordinate its actions and participants can make suggestions.

Glossary

Environmental co-ordinator: Member of the promotional team in charge of managing the environmental actions to be introduced in the celebration. Co-ordinates the Green Team and organises the *green pool*.

Household waste facility: Municipal facility where citizens bring all types of domestic waste to be classified and later recovered or treated. In Catalonia these are also known as Green Points (*Punts Verds*).

Green Team: Group of persons in charge of supporting the celebration's environmental initiatives, and who are previously trained to do this.

Stand: Outdoor facility where drinks, food and crafts are sold to persons attending the celebration.

Environmental sponsor: Companies, public institutions or other entities that participate by providing monetary or material resources to look after the environmental initiatives in exchange for strengthening their "green" image.

Green pool: A place where participants can find the information, material and human resources they need in order to ensure proper implementation of the environmental measures.

Promoter: The person, group of people, entities, institutions, etc. organising the celebration.

Compostable tableware: Plates, utensils and cups manufactured primarily from corn starch (materbi) which can be composted.

Zoning: Establishing the location of the services (bars, stands, sanitary services, entertainment zones) within the festival grounds and defining the routes where the participants and the organisers and their associated services should move.

Related addresses and contacts in Catalonia and Spain

Resources from companies or services with experience organising events. The list is actually much more extensive. If you wish to appear on this list or receive more information on any of these resources, contact the *Centre de Recursos Barcelona Sostenible*.

Companies selling re-usable plastic cups

MENSA

Tel.: 93 314 81 11
Fax: 93 313 12 36
E-mail: mensa@men-sa.com

AMC Plásticos

Tel.: 976 58 76 30 - Fax: 976 58 76 31
E-mail: amc.sll@telefonos.es

PAM Plásticos SL

Tel.: 972 27 23 37

Compostable Tableware

Fardis

Tel.: 943 44 42 05
E-mail: correo@fardis.org
web <http://www.fardis.org/main/spindex.htm>

Ecrac

93 419 65 13
E-mail: ecrac@ecrac.8m.com

Compostable waste bags

SAPLEX

Tel.: 93 844 33 30 - Fax: 93 840 1384
E-mail: saplex@saplex.com

CoFresco

Tel.: 91 323 98 00 - Fax: 91 323 98 01
Tel.: 93 844 33 30 - Fax: 93 840 13 84
E-mail: saplex@saplex.com

Glass tableware rental:

Taller Geroni Moragas

Tel.: 93 674 50 48

Taller Alba

Tel.: 93 668 22 39

Taller St. Martí

Tel.: 93 692 73 52

Vending machine companies

(machines vending drinks in returnable containers and machines where containers can be returned)

ADELVA

Tel.: 93 710 08 15

AUTOMATIC SA

Tel.: 93 223 86 70

DABA S.A.

Tel.: 93 721 79 00

IBERVENDING

Tel.: 93 721 79 70

Fair Trade products

SETEM

Tel.: 93 441 53 35

INTERMON- Fair Trade Department

Tel.: 902 330 331

Alternativa 3

Tel.: 93 786 93 79 - Fax: 93 731 00 58
E-mail: alternativa3@alternativa3.com
www.alternativa3.com

Recycling and environmental workshops

Ciència Divertida

"Children learn environmental concepts through fun learning experiences".
Tel.: 93 475 01 53 - Fax: 93 475 15 61

Ecomagina

"Children use their imaginations to construct toys made with waste".
Tel.: 572 22 00

Entertainment, games, theatre and music with environmental messages

Gargot de Joc by Guixot de 8

"A montage of games made with recycled materials where everyone can play"
c/ Nou 31 - 08551 Tona (Barcelona)
Tel.: 93 812 40 89

Pallassos Perillassos

"Have fun through environmentally educational entertainment".
Tel.: 93 731 77 11
www.terra.es/personal/peripallassos

Scena Difusió

"Story-telling, theatre, processions and entertainment shows on the topic of recycling"
 Tel./Fax: 93 555 31 31
 E-mail: scenadifusio@arrakis.es
 www.scenadifusio.es

Pepsicolen

"Clowns who make processions or music shows to spice up the day with all types of audiences"
 Tel.: 93 851 51 56

Books on making toys from waste

Martinez, A.; (1998)

No lo Tires ¡Juega! Juguetes con materiales usados
 Editorial DIDACO, Barcelona

Sher, B.; (1996)

Juegos estupendos con juguetes improvisados
 Ediciones Martínez Roca, Barcelona.

Barba, C.; Gallego, J.L.; (1999)

Mamá quiero ser ecologista
 Plaza&Janes Editores, S.A., Barcelona

Related websites

Although locally we are beginning to see more and more sustainable celebrations, the most noteworthy and well-planned ones occur mainly in the English-speaking world. Below you can find some of the most interesting examples:

Australia

www.ecorecycle.vic.gov.au/litter/waste-wise-events.asp
"The 7 Steps to a Waste Wise Event"
www.caa.org.au/taste/lowwaste/index.html

Guides explaining how to organise celebrations involving waste minimisation criteria. Very practical, with tables and check-lists. Guidelines.

USA

www.uwm.edu/dept/besmart/festival/festival_frame.html
 University guide for reducing waste for event managers.

www.epa.gov/epaoswer/non-hw/reduce/grn-mtgs/mtg.htm
"It's easy being Green! A guide to planning and conducting environmentally aware meetings and events" (1996). U.S. Environmental Protection Agency.

www.kcb.org/recycgui.html
"Summer Recycling. Guide to recycling at Chicago Summer Festival"
 Case study of waste management at the Chicago Summer Festival.

Canada

www.rco.on.ca/millennium.html
"No Waste Millennium Guide" Recycling Council of Ontario.
 Practical guide for holding waste-free celebrations.

www.recycleworks.org/schools/nowaste.html
 Recycling and composting program of San Mateo County.
 Homespun advice on reducing waste at family celebrations.

Information on Catalonia and Spain

www.uab.es/osha/
 Waste minimisation: The local holiday of the UAB.





Potenciar mesures concretes
en favor de la sostenibilitat
i utilitzar-les com a recurs educatiu

Objectiu 9.1.

Reduir el consum i potenciar l'ús
dels productes ambientalment més correctes

Objectiu 5.8.

Compromís ciutadà per la sostenibilitat



[AGENDA 21 BCN]
EL TEU COMPROMÍS AMB EL PLANETA



Ajuntament de Barcelona