



# PLANNING & COMMUNICATION

## Make a Plan (Owner)

[Download the Sample Strategic Sustainability Plan Template](#)

- Develop a formal plan to reduce event’s environmental footprint and increase social impact
- Include specific goals and measurable objectives that have been approved by the event’s senior leadership
- A well thought-out, written plan for pursuing environmental and social responsibility is an essential first step. Convene meetings to consider the following questions and define the scope of your efforts:
  - What are your primary goals and objectives?
  - What level of support and enthusiasm does the event’s senior leadership team bring to the table?
  - Who among your sponsors, vendors and civic partners will support your efforts?
  - Who will manage this aspect of the event on a day-to-day basis?
  - Which goals have financial impact on the event budget? How will you fund initiatives that have a cost impact?
  - How will you measure your success?
  - With whom and how will you share your accomplishments and lessons learned?
  - Ultimately, your plan should include a set of realistic goals and measurable objectives for reducing your event’s environmental footprint and enhancing its social impact as well as a working list of tactics to undertake.
- A plan may or may not include a policy or written commitment to environmental stewardship. [Download a sample environmental policy<sup>1</sup>](#)
- [Download a sample sustainability strategy outline](#)

## Site Selection (Owner)

- Choose sites and/or facilities that minimize environmental impacts
- Consider the long-term plans for temporary constructions and their materials

[Spotlight: Pickathon “Diversion Design Build” planned for dismantling and reassembly as housing post-event.](#)

- Fully consider the options when selecting outdoor locations and/or indoor facilities for an event. Criteria to consider may include:
  - What are the environmental impacts on surrounding ecosystems (i.e. already developed or will the event add permanent development)?
  - Does the venue have existing water and sewage infrastructure?
  - Does the location of the site minimize the need for transporting participants from one point to another?
  - What will be the impacts of light and/or noise pollution to the surrounding area and its inhabitants?



Source: Chicago Marathon

<sup>1</sup>“Get Started.” NBA. Accessed September 07, 2017. <http://nba.greensports.org/where-to-start/environmental-policy>



- The BRE Environmental Assessment Method (BREEAM), the U.S. Green Building Council’s Leadership in Energy & Environmental Design certification (LEED) and Green Globes are just three of the many relevant green building standards that have been developed around the world. In fact, many municipalities have developed their own green building programs, which are typically derivatives of BREEAM, LEED or Green Globes standards.
- Choose sites that allow for the participation of people with disabilities
  - Making responsible venue choices goes beyond the application of sound environmental criteria – accessibility criteria should also be taken into consideration. It is expected that venue selection will meet the needs of mobility impaired people.

### Publicize intentions and plans (Owner, Visit, Sponsor)

- Maximize awareness among participants, volunteers, spectators, sponsors and vendors for what you are trying to accomplish and how they can help. Focus may be broad or focused on key initiatives (e.g. encouraging the use of public transportation, elimination of single-use plastic, etc.)
- Publicity efforts might include any number of the following actions
  - distribution of a press release announcing your intentions and plans
  - publication of the press release on the event website and/or websites of dedicated event partners
  - Web page within event website dedicated to responsibility initiatives and plans

Spotlight: [Bank of America Chicago Marathon](#)

Spotlight: [Pickathon Music Festival–Commitment to Sustainability](#)

- An advertising campaign with link to website content from social media outlets

### Report results (Owner, Gov, Ed)

- Publish and share a performance report that includes the criteria and goals identified in the event strategic sustainability plan.
  - Document activities, progress made and performance result.
  - If your sustainability plan includes the goal of measuring natural resource use associated with the event, then your report would include those numbers, such as: total water use in gallons or liters, total energy use by type, greenhouse gas emissions from energy use and event related travel, waste generated and diverted by both
    - a) type and b) volume or weight

Spotlight: [Waste Management Phoenix Open 2017 Sustainability Report Update](#)

Spotlight: [The AT&T Pebble Beach Pro-Am reminded its social network following about sustainability efforts on Earth Day](#)



Source: Monterey Peninsula Foundation

### Converse with the People Affected by or Peripherally Involved with the Event (Owner, Visit, Ed)

- Solicit stakeholder feedback about sustainability efforts
  - On-site or e-mail surveys promoted through social media
- Door-to-door outreach to notify community and solicit feedback on how to mitigate any negative impacts of your event on the surrounding neighborhoods
- Guiding questions:
  - What impact will the event have on the local community as opposed to business-as-usual?
  - Will traffic patterns be affected?
  - Will noise from the event be greater than normal? What are likely to be the concerns of the people who live and/or work near the event? "Community" may include neighbors, community groups, schools, churches and surrounding area business owners.

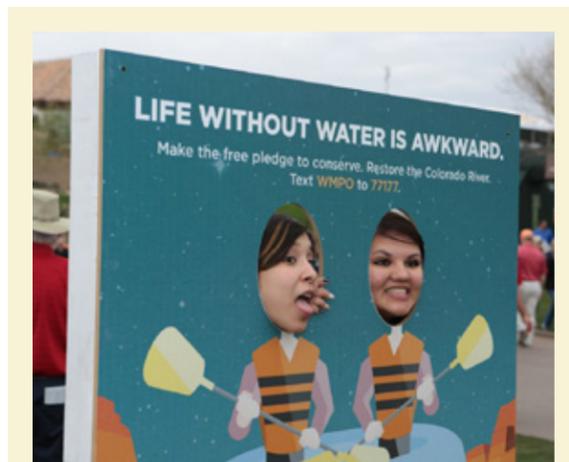
### Raise awareness of important issues (Owner, Gov, Visit, Sponsor, Ed)

- An event is a platform that can be used to inform guests and participants about issues of local or regional relevance. Look at the scope of work laid out in your strategic event sustainability plan and consider the opportunities to collaborate with sponsors, local governments and community groups to share important messages with the visiting crowd in engaging ways. Examples of topics might include:
  - Consumption
  - Waste
    - \* Food waste
    - \* Packaging waste
  - Climate/Energy
    - \* Carbon footprint
    - \* Energy efficiency
    - \* Modes of transportation

- Water
  - \* Water scarcity
  - \* Water conservation
  - \* Flood/storm/disaster preparedness
  - \* Drinking water/water cleanliness
- Access & Equity
  - \* Human rights
  - \* Healthy lifestyles for all ages
  - \* Sustainable development
  - \* Housing and homelessness

### Opportunities to Lead and Innovate– Planning & Communications

- Promote sustainable options for food and lodging (Visit)
- Develop and implement a community-focused environmental education engagement (Owner, Gov, Sponsor)
- Host or collaborate an interactive educational space on-site or nearby (Owner, Sponsor)
- Develop a safety and security plan, including a child protection policy that includes a process and place for youth separated from their guardians to be reunited quickly (Owner)



Source: City of Eugene

