

Checklist Sustainable Events

In Umeå there is a solid base of good basic conditions for sustainable events. However, it's your conscious choices that can make a difference and improve your event from a sustainability aspect. Here are our best advice!

Start here!

1. Think of how you are going to measure sustainability at the beginning of planning – name a person as responsible for sustainability in your planning group.
2. Engage and involve! Co-workers, suppliers, exhibitors, partners etc
3. Dare to ask questions and benchmark – how are others working with sustainability?
4. Measure, report, evaluate.
5. Inspire others – dare to share your success stories as well as the things that did not go as planned.
6. Reconsider what your purposes are. How can your meeting leave a positive legacy and imprint – locally, professionally, personally?

Transportation and travel

Umeå is strategically located in northern Sweden and easy to travel to, in different ways. Here are a couple of suggestions:

- Decide that all delegates are to travel by train. Book a group travel with Norrtåg or SJ – or why not charter an entire train with SJ.
- Fly one way, take the train the other way
- If you choose to travel by airplane, climate compensate with [klimatkompensera.se](https://www.klimatkompensera.se) or reduce your climate impact with [Fly Green Fund](https://www.flygreenfund.com). With climate compensation you are indirectly contributing to lowering your CO2-impact where the compensation can be planting trees. If you choose to climate reduce, the airplane is fueled by biofuel instead of fossil fuel.

Venues and arenas

We have entire Umeå as an arena! Maybe you want your event to be where many people pass by, maybe it should be close to hotels, easy to get to by public transport or close to water. Find the best option for your event [here](#) (in Swedish). Open up for a dialogue with the venue/arena on how you can collaborate to be more sustainable.

Purchase and waste

- Plan purchases with the key words 'minimize – reuse – recycle' in mind. Find more help on how to deliberate on purchases, waste and left-over material on VAKINs' (Umeå's local water and waste organization) [here](#) (in Swedish).
- Choose local, certified and ethically labeled products.
- Choose local suppliers.
- Instead of classic prizes or disposable items, make a donation to charity. Here are some suggestions within social sustainability: Umeå Stadsmission (Umeå City

Mission), Vän i Umeå (Friend in Umeå), Hjältarnas Hus (House of Heroes), Barnrättsbyrån (The Bureau for Children's Rights), Fatta!

- Ask your venue if you can donate your food waste and left-over event materials.

Boende

- Choose third party certified hotels. Today, 83% of Umeå's hotel rooms are eco-labeled.

Food and beverages

- Make more meals vegetarian.
- Ask for seasonal and local food. Make demands when it comes to ethical and ecological certifications.
- Communicate what you are serving – what are the food and beverages' origin?
- Serve tap water instead of bottled water. Kranmärk your event, read more [here](#). (To produce and deliver one litre of bottled water takes at least 300 times more energy than to tap one litre, and tap water is 250 times cheaper than bottled. Tap water in Umeå and Sweden is of high quality and fresh taste – try it!)
- If possible, in your event – encourage to ex. bring personal water bottles and coffee thermos mugs to reduce the use of disposable items
- Provide information on contents of the food to simplify and assure your participants what they are eating
- Choose Fairtrade- or ethical labeled products when it, for example, comes to coffee, tea, chocolate, bananas etc.
- Make demands on the venue!

Open, welcoming and available

- Plan your event according to generally accepted availability criteria, so that everyone can participate regardless of function variation.
- Communicate your sustainability ambitions and what measures are taken.
- Actively strive and work for equality in the program and to have both women and men in performances
- Share important knowledge and engage in accessible activities alongside with local organizations or associations.
- Collaborate with a organization focused on social sustainability in different ways, ex. Umeå Stadsmission, Vän i Umeå, Hjältarnas Hus, Barnrättsbyrån, Fatta!

Do you have any questions, or do you want help with how to take on these tips above? Visit Umeå offers support and guidance to help you make your events more sustainable. Don't hesitate to contact us!