

Checklist for sustainable events

The conference *Mixed reality* was arranged in Ystad 13-14th November 2018. Here are a few examples of how it was made sustainable.

“It does not have to be complicated at all. Just a few examples for you to think about when you are arranging your next event”, says film strategist Petra Rundqvist.

Fiction tourism is a growing market, and its effects on a destination gets increasingly important. How can a destination grow and benefit from the effects of fiction tourism?

The well known Scandinavian conference on fiction tourism, annually arranged in Ystad, Sweden and at pop up venues since 2009 has been groundbreaking since the start.

- Communicate to the participants about the sustainable approach
- Use only digital channels for promoting your event
- No paper copies made at all
- Food – (both lunch and dinner) organic, vegetarian and locally produced
- Use real plates and cutlery. No plastic
- Water from the tap
- Coffee cups (porcelain) that can be washed
- Coffee and tea – organic and Fair Trade
- Recycle the waste
- Transportation – let the speakers go by train or bus from the airport. No taxis.
- Try and arrange carpooling for the participants
- No give- aways to participants
- If you need to buy chairs or tables – buy second-hand



Mikael Svensson from Southern Sweden Film Commission sorts waste of course.

