Good Practice

Wastepreventionwith Eco Certified Events

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| 1. **Author contact information** | |
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| **Your organisation** | |
| **Country:** | *Italy* |
| **Region:** | *Emilia-Romagna* |
| **City:** | *Bologna* |
| **Organisation name:** | *Metropolitan City of Bologna* |

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| 1. **Organisation in charge of the good practice** | |
| **Is your organisation the main institution in charge of this good practice?** | *No* |

In case ‘**no**’ is selected, the two following sections appear:

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| **Location of the organisation in charge:** | *Country* | *Italy* |
| *Region* | *Emilia Romagna* |
| *City* |  |
| **Main institution in charge:** | *Ambiente & Salute | EcoEvents* | |

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| **Are you involved in an Interreg Europe project?** | *Yes* |

In case ‘**yes**’ is selected, the following section appears:

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| **Please select the project acronym:** | *MINEV* |

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| 1. **Good practice general information** | | |
| **Thematic objective of the practice:** |  | |
| **Thematic subtopics of the practice:** |  | |
| **Geographical scope of the practice:** | *Italian territory* | |
| **Location of the practice** | Country | *Italy* |
| Region | */* |
| City | */* |

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| **Practice image:** |  |
| **Title of practice:** | *Designing events through a certification pathway: Ecoevents* |

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| 1. **Good practice detailed information** | |
| **Short summary of the practice:** | *Ambiente e Salute is an italian Benefit Society engaged in environmental, social and economic sustainability projects to spread a culture of sustainability in the world of*  *events.*  *Ecoevents is an environmental certification created and managed in collaboration with Legambiente, one of Italy's leading environmental organizations that has been active for over 43 years. This certification is designed for events that want to reduce their carbon footprint and adopt sustainable practices in waste management, energy use, materials, mobility and more. By following Ecoevents' guidelines, events minimize their environmental impact and promote sustainability. The certification process ensures that events comply with best practices in waste minimization, resource management and ecological responsibility. Ecoevents supports organizers from the planning stage with the goal of ensuring that each event improves its sustainability.* |
| **Detailed information on the practice:** | *Ecoevents certification is designed to guide and validate the implementation of sustainable practices in the organization and management of events, including waste minimization. This certification ensures that events minimize their carbon footprint by focusing on areas such as waste management, energy efficiency, resource use, transportation, and overall environmental impact. Ecoevents can cater to a wide range of events of all types and sizes, and to all organizers, whether private, agency, or public entities.*  *Ecoevents (by Ambiente e Salute) is a reality born from the exclusive partnership with Legambiente for events, where Legambiente, as the leading association in Italy on environmental issues, ensures that the standards set by Ecoevents are aligned with broader environmental goals, contributing to the achievement of national and international sustainability goals.*  *Ecoevents is involved in providing different types of certifications:*  *1) Ecoactions certification follows a lighter protocol, making it suitable for events and organizers who want to take their first steps toward sustainability. Ecoactions is in fact a grassroots certification that encourages commitment to and training for sustainability, addressing the cost barrier of ISO certifications by offering simplified protocols suitable for all life stages of events and organizations.*  *2) Eco Certified Events is another type of certification provided by Ecoevents, which not only educates the organizer on how to reduce impact but also tracks and verifies concrete results. The certification process includes training and quantitative monitoring, ensuring tangible improvements over time.*  *Ecoevents also offers the opportunity to undertake a pathway to ISO Certification, which targets events that can implement substantial sustainable actions.*  *Ecoevents' strength is a training-attestation & certification-consulting-compensation offering that enables even the smallest companies to build a sustainable event culture. Ecoevents also promotes a network of companies and suppliers focused on sustainability, where members adhere to defined standards, supporting waste management practices such as composting and recycling, and promoting local actors to assist with waste management at events.*  *Ecoactions and Eco Certified Events empower organizers to design events sustainably from the beginning, rather than simply providing a sustainability label at the end. The certification process includes training and quantitative monitoring to ensure real improvements over time. Organizers complete trainings and pre-recorded discussions before the event, enabling sustainable planning at every stage.*  *To achieve Ecoevents certification, an event must meet specific ecological and environmental criteria that cover all phases of planning, execution and post-event activities. The goal is to promote sustainability in the event industry by adopting best practices that benefit the environment and the local community.*  *Once all sustainability standards are met and training is completed, the Ecoevents-Legambiente label is granted before the event is held, in trust. This allows organizers, even small companies and associations, to promote their event as sustainable in advance, increasing its visibility and maximizing stakeholder engagement. In Eco Certified Events, it is a final audit during the event that verifies compliance with the sustainability standards required by Ecoevents-Legambiente certification.* |
| **Resources needed:** | * ***Human Resources****: Ambiente e Salute is a dynamic and widespread reality, a growing team that brings together sustainability experts, managers and event organizers who, together, support companies during the entire certification process. Each company, each agency and each organizer then identifies and trains the people within the team, making them responsible for the sustainable design first and then, during the event, for the concrete implementation of the key points, such as for example the separate waste collection process during and after the event.* * ***Partnership with Legambiente:*** *the partnership with one of the major Italian environmental organizations allows for widespread coverage throughout the national territory and for limiting travel and movements.* * ***Financial resources:*** *the organization must cover the initial cost of the certification then the training is included. Any additional consultancy may be requested to activate paths such as ISO, for dedicated training plans, for carbon footprints of specific areas of the event or its complex or to offset emissions at the end of the event.* |
| **Timescale (start/end date):** | *The Ecoevents certification was introduced in 2020 through a collaboration between Legambiente and the network of companies Ambiente e Salute. Its goal is to promote sustainability in events by setting environmental, social, and economic standards. .* |
| **Evidence of success (results achieved):** | *The strength of the EcoEvents protocol lies in its approach, which does not provide absolute improvement values. Instead, it focuses on two key aspects:*  *1.* ***Training for the organizer*** *– A structured learning path helps event planners understand and implement sustainable practices.*  *2.* ***Continuous improvement for the event*** *– Each event is assessed based on its unique starting point, with success metrics and KPIs tailored to its specific context.*  *Since measurements are relative to the event’s initial conditions, even small improvements in a small event hold great value. The goal is not just to meet fixed benchmarks but to create a progressive and meaningful shift towards sustainability, making every effort count.*  *Aspects:*   * *Conscious Planning*   *Sustainable planning from the pre-event phase.*  *Team involvement to align goals.*  *Creation of a checklist for adopted sustainable policies.*  *Monitoring during and after the event to improve performance.*   * *Reduction of Resources and Materials*   *Minimizing materials to reduce environmental, social, and economic impact.*  *Efficient resource management to avoid waste and costs.*   * *Waste Management and Recycling*   *Agreements with local waste management providers.*  *Assisted recycling to educate attendees.*  *Plastic-free commitment as a primary goal.*   * *Logistics and Mobility*   *Sustainable transport to cut CO₂ emissions.*  *Incentives for public transport, carpooling, and bike-sharing.*  *Agreements with FS/Trenitalia for discounted tickets.*   * *Food & Beverage*   *Preference for tap water and sustainable distribution systems.*  *Eliminating single-use plastic in favor of reusable or compostable materials.*  *Local and organic food to reduce environmental impact and support local businesses.*   * *Energy Saving*   *Choosing low-impact venues with sustainability certifications.*  *Using LED lighting and renewable energy.*  *Reducing noise pollution.*   * *Green Communication*   *Raising sustainability awareness through digital channels.*  *Eliminating paper materials in favor of online tools.*   * *Ethical-Social Responsibility*   *Creating value for the local community.*  *Involving institutions, associations, and volunteers.*  *Providing job opportunities for local suppliers.*  *In 2024, 61 Italian events have been certified Eco Certified Events and Ecoactions. A relevant example has been the Future Film Festival, that has involved 4,000 people in 2023. Held in DUMBO (Bologna), a regenerated urban space fostering reuse and cultural innovation, the Festival implements eco-conscious practices, including reusable merchandising, waste reduction, free water points, and minimal plastic use. Mobility efforts encourage public transport and cycling, while collaborations with nearby accommodations reinforce sustainability. Also, eco-friendly suppliers and professionals are engaged from the local community.* |
| **Challenges encountered (optional):** | *Organizing sustainable events comes with several key challenges. First of all, logistics management can be complex, especially for large events (think of waste management for example). This includes creating an effective waste sorting system and ensuring there are enough bins, clear signage and staff available for the entire event. Secondly, the cost of implementing sustainable practices can be higher at the beginning, as it requires investments in eco-friendly materials, energy-efficient equipment and adequate waste management infrastructure. However, these upfront costs can lead to long-term savings, such as lower waste disposal fees and lower energy expenses. Finally, it can be difficult to ensure that participants follow sustainable practices, such as using the correct recycling containers or choosing greener transportation options. Clear communication and well-placed signage are essential to help participants embrace and adopt these practices.* |
| **Potential for learning or transfer:** | *The Ecoevents-Legambiente certification offers significant potential for learning and adaptation in other countries aiming to promote sustainable event planning. By reducing resource use and waste, it demonstrates how events can minimize their environmental impact. The certification enhances visibility and reputation, making it easier to attract sustainability-conscious sponsors and participants. Also, it is designed to be accessible even to smaller organizations, such as associations and less structured groups, ensuring inclusivity and broader adoption. Furthermore, this certification process integrates sustainable practices across all stages of event planning—design, execution, and monitoring—showcasing how sustainability can become a core principle rather than a secondary consideration.* |
| **Further information** | *Ecoevents certifications are not restricted to a specific geographic area. Events organized anywhere in Italy are eligible to apply for the certification and also abroad.* |
| **Keywords related to your practice** | *Sustainability, Waste Management, Energy Efficiency, Environmental Impact, Eco-friendly Practice, Recycling, Composting, Green Event Planning, Circular Economy, Sustainability Network, stakeholder engagement* |

\*Please attach 3 pictures that describe your practice. Do not insert them into this document but send them as separate files, please.

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| 1. **Additional info (only for MINEV project purposes)**   *This is simply to have some additional information and material for compiling the collection of good practices.* | |
| **Testimonial:** | *Rossella Fugaro* |
| **Person who gave the testimony:** | *Organizing an EcoAction has been a valuable experience—a simple and practical sustainability journey, guided by experts and professionals. It’s not just about implementing eco-friendly measures for an event but about embracing a deeper change that impacts both my professional and personal growth.*  *Working alongside specialists transforms sustainability from an abstract concept into concrete, actionable solutions. Every action, no matter how small, makes a difference and represents a step toward a more responsible future. This journey has taught me that sustainability is not a destination but an ongoing path of growth and awareness.* |