



THE SUSTAINABLE EVENTS HANDBOOK

Guidelines for the Stazione
Leopolda – A Sustainable
Events Location

DEFINITION OF A SUSTAINABLE EVENT

A sustainable event “is one designed, organized and implemented in a way that minimizes potential negative impacts and leaves a beneficial legacy for the host community”

UNEP 2009 (United Nations Environment Program)

A SUSTAINABLE LOCATION FOR YOUR EVENTS

Since 2020 the Stazione Leopolda srl has decided to follow a course that would improve the environmental, social and economic sustainability of its activities and those of its suppliers and clients. This commitment was endorsed with the obtainment of ISO 20121 certification – the international standard for sustainable events. The vision for the course undertaken was linked to the evolution of the Stazione Leopolda as an international point of reference for anyone wishing to host their event in a unique and sustainable space and, at the same time, to become a driving force capable of generating direct and indirect economic and employment effects in the region.

The choice of a 20121 certified location for an event can express many aspects of the mission and policy of an event organizer company, aspects that go beyond attention to the environment and the ethical-social effects. This certification represents a guarantee of the responsible management of the event in terms of accessibility, reduction of the risks connected to the event and safety through the adoption of effective measures to protect against Covid-19.

A sustainable location facilitates the making of responsible choices connected to the event (layouts, mobility, accommodation, catering, etc.) in order to coherently valorize the CSR (Corporate Social Responsibility) policies of the organizer and satisfy the expectations of the parties concerned.

For this purpose, the Stazione Leopolda has prepared a short rulebook for organizing sustainable events on its premises. Moreover, the Stazione Leopolda is available, where requested, to support organizers in the actual implementation of these choices.



RULEBOOK

1	Communicate your choice of sustainability and involve the stakeholders	Take advantage of every opportunity to inform the participants about the sustainable actions adopted before, during and after the event: from the sustainability policy of the registration desk, to a dedicated section on the website, to the origin of the refreshments.
2	Offer responsible coffee breaks and refreshments	Favor typical local products with organic and Fairtrade brands. Choose socially committed suppliers like social cooperatives. Pay attention to food accessibility. Arrange for the collection and donation of leftover foodstuffs.
3	Hold the event in a sustainable location	The Stazione Leopolda is well connected to the local public transport system. It adopts ISO 20121 certified good management practices and is easily accessible.
4	Favor responsible suppliers	Assess the sustainability of the suppliers. Consider: the quality-price ratio, ethical-environmental certification, distance from the location, ethical-social commitment.
5	Printing policy	Only print things when necessary and use ecological materials. It could be useful to create virtual spaces in clouds or use social networks to share information materials.
6	Choose sustainable gadgets	Where necessary, distribute reusable gadgets with ecological certification or which have been made by social cooperatives in the region.
7	Plan for sustainable mobility	Provide information about the routes for reaching the location by public transport through the website and newsletters. Calculate the walking distance from the accommodation structures to the event location and, where the use of cars by guests is envisaged, consider using hybrid or electric vehicles.
8	CO² offsetting	There are a number of companies offering a service for calculating and offsetting CO ² emissions which can respond to brief questions about the event.
9	Arrange waste sorting	If it is well organized, waste sorting can be transformed into a strength of the event. Follow Stazione Leopolda's guidelines for waste sorting. Reduce packaging and unnecessary materials as well as single use plastics in order to minimize the amount of refuse.
10	Choose sustainable accommodation structures	UE Ecolabel, EcoWorldHotel brand hotels or hotels with structured environmental management. Assess the accessibility.

Stazione Leopolda has implemented a sustainable location management system in compliance with ISO 20121 – the international standard for sustainable events



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