

WORKSHOP ON SUSTAINABLE EVENTS - RIMINI, 21st APRIL 2015

A workshop for the realization of sustainable events for municipalities in the provinces of Forlì-Cesena, Ravenna and Rimini was held today in the Province Laboratory. The workshop, organized by the Province of Rimini, ERVET Emilia-Romagna Development of Territory and ANCI Emilia-Romagna, analysed and discussed benefits, savings and possible solutions within the European Project Zero Waste. The Zero Waste European project, co-funded by the IPA Adriatic and which the Province of Rimini (along with ERVET) is a partner, wants to encourage and stimulate the creation of more sustainable events and decrease waste thanks to the participation of all. Events and festivals that agree to adopt and spread a culture of sustainability, green or actions, social inclusion and participation of the territory in the interests of economy, to enter part of the Zero Waste Network that promotes them through the Platform "Zero Waste in tourism 2.0". This tool Geolocate events and is able to measure and keep monitored the environmental, social, cultural and economic, providing guidelines, information on products and suppliers, a system of calculation of impacts, including carbon offset. During the workshop, the specific knowledge on the world of sustainable events and the concept of sustainability of an event, analysing the reasons that can push a client, private or public, to achieve sustainable events were discussed. Then, national and international case histories, the evolution of the concept of sustainable event in Italy and the case of EXPO 2015 were examined. Finally we have covered the issues concerning: the management of the critical aspects associated with the main activity of an organizer in the entire life cycle of the event (even through a series of good virtuous practices already in place in Italy and abroad); methodologies and tools for the design manager of events (for example, how to act to reduce waste and cut CO2 emissions); costs associated with sustainable choices (and some tips on how to reduce them). After the greetings by the Environment Councilor of the City of Rimini, Sara Visintin, Enzo Finocchiaro, head of the Province of Rimini and Alessandro Rossi ANCI Emilia-Romagna intervened. The workshop was led by Cesare Buffone by Punto3 srl.

DOMINO EFFECT: ZERO WASTE BRING SUSTAINABILITY FROM EVENTS TO TOURISM

On March 12 2015, ERVET and the Province of Rimini presented to the managers of the major Italian sustainable tourism cities (Venice, Florence, Naples, Rome, Milan and Rimini) Zero Waste project and its platform "Zero Waste in tourism 2.0". The platform, that measures and tracks environmental, social, cultural and economic impact of events, raised lots of interest among participants. Objective was both to reflect together on the importance of events' sustainability in the European tourism sector landscape and share achievements and best practices for the development of ideas for the future. The six major Italian tourist cities have in fact created in 2013 the "Great Destinations Italian Network for Tourism (GDITS)", born to be a useful tool to destinations that are part of it and especially a single reference point towards the development of a wider network at national, European and international level, of the great tourist destinations. The Network also draws inspiration from the program of the World Tourism "Sustainable Development of Tourism" which indicates the path of sustainability as the main way of tourism growth for the positive effects in terms of employment growth, support to overcome the economic crisis, environmental protection, natural resources, the development of cultural heritage.

CICLORADUNO DI BAGNACAVALLO - BAGNACAVALLO (RA) 14TH FEBRUARY 2015



ERVET and UISP Emilia Romagna (Italian Union Sport for All) started a collaboration to find common solutions to organize more sustainable sports events. First date was 14th February 2015 in Bagnacavallo. The UISP League cycling season opened in the name of Zero Waste. 40 associations and about 1,500 cyclists have been committed to respecting the environment with attention to sustainability. The initiative and collaboration between UISP Emilia-Romagna and Zero Waste are aimed to use sport as a means of approaching people to sustainability. Among the "green actions": the use of 120 liters of public water, 175 kg of food exclusively "km 0", the exclusive use of Materbi dishes, plates and cups for a total of 2,200 pieces 100% compostable, gazebo, banners and banner completely reusable. The separate collection was almost 100% with the use of 110 liters containers for plastic and for paper, in addition to three bins, the same size, for organic waste.

TRADITIONAL WINE TASTING ANDRIJNE – PAOCA, 28TH NOVEMBER 2014

On 28th November, in village Paoca (Municipality Siroki Brijeg), Federal Ministry of Environment and Tourism organized the Pilot project event – Traditional wine tasting Andrinje within the Project "Zero Waste Adriatic Net for events and festivals". The participants of the event were from different parts of Bosnia and Herzegovina and this event is annually visited by cca. 3000 people. This year this event was visited by the President of the Council of Ministers of Bosnia and Herzegovina Mr Vjekoslav Bevanda, Minister of the Federal Ministry of Tourism and Environment Mrs Branka Djuric, and other eminent guests from different aspects of life. The event started late in the afternoon and continued late in the night. In order to facilitate the Workshop and promote the Zero Waste goals, we have produced promotional leaflets with general information on Zero Waste Project, hats and T-shirts with ZW logo, one transparent with ZW logo for mini train going to vineyard, aprons with ZW logo and glass cups with ZW logo. The event was opened by Mr Miro Coric (Organizer of the event) who welcomed the participants and thanks the Federal Ministry of Environment and Tourism for support within this project and touristic promotion. The event was excellently visited and the organizer was familiar with the goals of the Zero Waste project before organizing this event and was very cooperative when it comes to putting signature on the Agreement between the Andrinje Wine Cellars and Federal Ministry of Environment and Tourism regarding getting the Certificate Acknowledgment on being a Zero Waste event.



WORKSHOP II – EVENTS NETWORKING AND IMPACT ON WASTE REDUCTION BIHAC, 27TH FEBRUARY 2015

On 27th February, in Bihac at the Hotel De Luxe Kostelski buk, Federal Ministry of Environment and Tourism of Bosnia Herzegovina organized the Workshop II "Events networking and impact on waste reduction within Zero Waste Adriatic Net for events and festivals project". Participants were 21 from different parts of Bosnia and Herzegovina: Bihac, Sarajevo, Citluk, Konjic, Cazic etc. In order to facilitate the Workshop and promote the Zero Waste goals, were produced cardboard pencils, notepads, folders, promotional leaflets with general information about Zero Waste Project, hats and T-shirts with ZW logo. After the welcome words by Mr Nedjeljko Babic (Minister Assistant), Ms Amra Tabucic (Technical Manager of the Project on the behalf of the Federal Ministry of Environment and Tourism) presented goals and objectives of the IPA Adriatic Zero Waste Net for Events and Festivals as well as application and promotion of the Zero Waste Net for festivals and events for which implementation and project outputs Federal Ministry is responsible. Mr Davor Jagodic (Lead Beneficiary – Faculty of Tourism and Management) presented the main project output which is the permanent ICT application as a tool to exchange expertise and promote accessibility to information and communication services which will strengthen the sustainable development capacity of the Adriatic area thought the agreed Zero Waste strategy and promote the tourist economy in accordance with Zero Waste Guidelines and answered on participants questions interested in benefits of the ICT application. Mr Haris Hadzihajdarevic from the National Park "Una" presented its work and activities which can be very useful in achieving goals from the Zero Waste Guidelines. Mr Hadzihajdarevic pointed out that the public awareness is crucial in protecting national treasure such river Una. Participant, who have its own restaurant in this region and works in tourist promotion, think this application will connect organizers of the events with similar point of views which can be very in advance regarding a "Zero Waste tourism" promotion of the region.



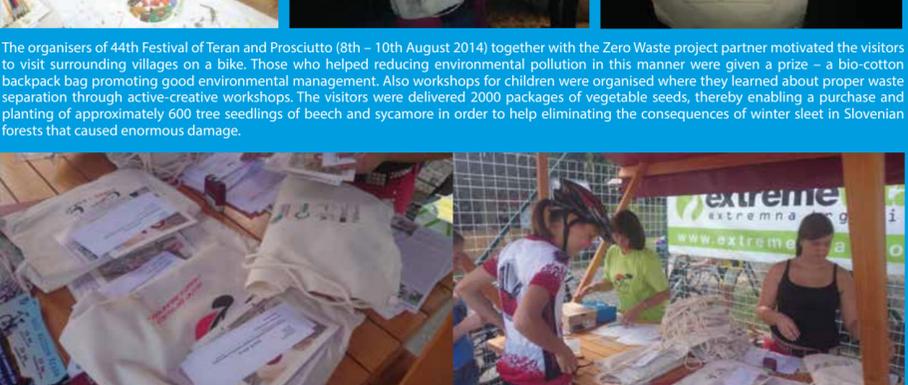
ZW EVENTS OF THE CITY OF OPATIJA

For the duration of the project, we conducted three pilot events and one promotional event in order to organize and promote ZW settings. In July 2014 we had a promotional event „Opatija, an imperial city“. That same year, in December, we organized a 10-day Christmas-morning promotional events in front of marketplace Opatija when we had deepen and expanded the promotion of ZW. We used a biodegradable dishes at events, we have promoted environmental elements in the events, we have promoted the project, we had action considering replacing plastic bags and in general we had well positioned ZW in the local community. The pilot actions were also held in May and June 2015, on the occasion of Europe Day and the 70th anniversary of our Fire Department, when about 100 people have cleaned the underwater in the Port of Opatija, on the eve of the tourist season and the season of many events. In this action, under the name Blue clean (also a part of the movement called Let's do it Mediterranean), we used diving suits procured by this project and through this acquisition we have ensured the sustainability of the project in a way that we now have the equipment for future actions by the acronym Zero Waste. In June ZW took part in Festival of fireworks. All the events we pondered carefully, so that they fit well and follow the objectives of our project. We have positioned ZW in a useful and unobtrusive way as a useful project in the local community, which still has a lot of space and ways for upgrade, what is the second element of having sustainability of the project after it's formal closure.

ZERO WASTE at four EVENTS and FESTIVALS in SLOVENIA

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Together with the Zero Waste project also the organisers of 29th International Literary Festival Vilenica (2nd – 7th September 2014) decided to reduce their negative impact on the environment with a selection of biodegradable packaging for catering. This included wooden utensils, plates made of sugar cane foam, and paper cups. The participants of the event were also given cotton bags and a packet of seeds of useful herbs with a note encouraging proper environmental management.



Second local workshop of FB8- Regional Council of Durres, 27th April 2015

"Electoral Campaign Management with "Zero" Waste and Environmental Pollution"

Albania is already in the campaign for the Local Government Elections of 21st June 2015. Regional Council of Durres organized on April 27, 2015 the workshop on the theme: "Electoral Campaign Management with "Zero" Waste and Environmental Pollution". Election campaign was selected as an event which stretches in all the territory of Durres district and has direct impact in the community and environmental quality. The workshop was attended by 50 participants, representatives of local institutions in Durres district, representatives of political parties, members of youth forums of these parties, managers of electoral campaigns of candidates for mayor, as well as environmental NGOs and other interest groups.

Zero Waste staff analyzed the previous electoral campaigns in order to identify the elements that pollute the environment during the development of the election campaign and the consequences. Most noticeable elements that impact the environment are:

1. Meeting place with the electorate (open square, public spaces, private edifice)
2. The use of posters (without criteria)
3. Use of flags on the street lighting pillars
4. Painting symbols /logos of parties on walls, bridges ect
5. Use of vehicles with loudspeaker
6. Leaflets of candidates platform

As result, the workshop reached an agreement with the political parties on the proposals of the Zero Waste staff, which consist in:

1. Development of a digital electoral campaign (using mostly: IT publicity, social networks, bluetooth)
2. The creation of common areas for placement of posters only in the legitimate billboards
3. Persons responsible within campaign management staff for environmental protection.



ZERO WASTE“ workshop Opatija 14.05.2015

On Thursday, 14th May 2015 in Hotel Ambassador, Opatija, "Zero Waste" workshop was held within IPA Adriatic CBC project "ZERO WASTE ADRIATIC NET FOR EVENTS AND FESTIVALS".

"ZERO WASTE" project is realized in cooperation with 9 partner organizations from 6 countries, under the leadership and coordination of the Faculty of Tourism and Hospitality Management, Opatija. The main objective of the project is contribution towards strengthening of the sustainable development in the Adriatic area, through the adoption of "zero waste" strategy in the organization of events and festivals.

Project Coordinator, Mr. Marko Peric, opened the workshop by emphasizing the project's main results, while Mrs. Marinela Krstinic Nizic made the participants familiar with "Zero waste guidelines". Representative of Italian partner organization (Provincia di Rimini), Mr. Emilio Urbinati, presented "Zero waste" online platform which was constructed to ensure the application of "zero waste" strategy in the planning phase, but also in the implementation phase of various events and festivals. At the very end of the workshop, representatives of partners and various local organizations – City of Opatija, Učka Nature Park, Fire brigade Opatija, environmental NGO Zmzero – shared their experiences on organization of "zero waste" events. By presenting of their findings to stakeholders, the workshop successfully brought together scientific theoretical basis and practice improvement in the organization of events and festivals.



Zero Waste at the Festival dell'Innovazione 2015 – Bari



On May 21 – 22 – 23 2015, ARTI and the Regione Puglia presented all the innovative and pioneering ideas during the Festival dell'Innovazione 2015 in Bari. The participants of the event were from different parts of Puglia and this event was visited by cca. 8.100 people. This year the event was visited by the President of Regione Puglia Mr Nichi Vendola, the Mayor Antonio Decaro and other eminent guests from different aspects of life. The event started in the morning and continued late in the night for all 3 days. Spazio Eventi selected the Festival dell'Innovazione as the right project to promote Zero Waste project and to realize some actions to improve sustainability during events. In order to promote Zero Waste Spazio Eventi produced promotional leaflets with general information on Zero Waste Project, gadgets with ZW logo, a free bicycle rental service for all the visitors, and different waste separation areas. All our interventions had Zero Waste logo and have been realized by hostess or ecological operators with Zero Waste receptacle which mould and inform about the exact inserting recyclables materials into appropriate receptacle, the eco-friendly use of the bicycle and about all the activities encouraged by Zero Waste. The initiative and collaboration between ARTI and Zero Waste are aimed to use culture and innovation as a means of approaching people to sustainability. All Zero Waste actions during the Festival dell'Innovazione 2015 have been supported by Spazio Eventi in order to test new business and sustainable strategies during events.

CONCLUSIONS AND FUTURE COLLABORATIONS

The joint cooperation of all project partners was crucial to the project success. The best practices in the organization of events and festivals in the project partner regions were analyzed and was created the Zero Waste Guideline indicating the main steps which, when implemented, are intended to ensure the application of "Zero Waste" strategy in planning and implementation of various events and festivals.

The collaboration of the Partners involved will focus on a number of substantive areas:

- Actions for maintaining the key outputs of the project:
 - promotion of Zero Waste Guidelines which is the set of standards that stipulate the content and actions for sustainable management of the event that qualifies as a "Zero Waste Event"
 - cooperation with "Zero Waste Event" organisers in accordance with mutual agreements,
 - maintenance and updating of the official Project's website
 - dissemination of the project's publications accessible on the Project's website
 - maintenance of the Zero Waste web application in the following manner: the final version of application will be in use for next five years
- identification of local green suppliers/welfare/charity NGOs in order to enlarge common lists of "green" organizations
- further development of tourist promotional packages including Zero Waste events and festivals.
- Meeting the needs of stakeholders
- promotion of the eco-sustainable behavior through informing and awareness raising of the actors involved in organization of the events/festivals and of the local community
- identification of local actors who has interest in reduction of the events environmental impact through the implementation of Zero Waste agenda
- assistance in design and implementation of "Zero Waste Event" to potential event organisers under the same conditions provided for pilot events organizers
- maintaining of support by the authorities or authorised bodies through active lobbying of Projects aims
- further publicising of the project in order to enhance added value for all involved stakeholders.
- Building and Sustaining the Partnership
- implementation of system for on-going communication among Parties
- working toward institutionalizing of project activities into regular business operations
- collaboration with other Parties in order to share ideas, expertise, and resources in potential follow up actions or some other fields of common interest
- identification and communication of potential funding sources for sustaining the Project or development of new project proposals.

The future cooperation will encompass any issue regarding the Project's main objective which is to create a "Zero Waste" web based network of events and festivals in the Adriatic region with a low impact on the environment.