



Vademecum Green Events Alta Badia



Management and resources

Location

- Assessment of the ideal location
- Preference for sites that can be reached on foot, by bicycle or with the possibility of using public transport and lifts
- Preference for locations with sustainable energy supply (no need for generators or similar concepts).
- Depending on the nature and purpose of the event, we may choose a suitable location (outside busy places, with low noise pollution, etc.)
- If possible, we prefer venues that are also accessible for people with disabilities

Promotional printed matter (e.g. brochures), set-up material (e.g. banners or roll-ups) and others (e.g. gadgets)

- We are thinking about whether we can reuse materials for a future issue.
- We print only what is necessary
- We use 100% recycled materials whenever possible
- We refer to local suppliers, work with partners where possible and use local materials (e.g. for our gadgets)
- The illustrated content is optimised (space/layout)
- We check alternatives (digital etc.)

Rules of strategy / brand affinity Alta Badia

- Does it fit into at least one product column?
- Are at least 3 brand rules observed?
- Does the event have long-term potential?
- Quality over quantity: We prefer a quality event over one that attracts masses of people and evaluate the use of resources (finances, staff, etc.).

Advertising

- We communicate the event accurately and truthfully
- We give space to communicate the reasons why there is a
- conception the reasons why we think it is sustainable

Experiences of hosts and participants

- We collect feedback from guests and participants/co-organisers of the event

Use of resources

- The event is efficient from the point of view of economy/resource utilisation

Mobility

Good accessibility

- If the event is accessible for disabled people, we indicate this in the communication

Raising awareness and promoting the use of public transport and alternatives to the car

- Check the possibility of organising taxis or shuttles
- Possibly check the compatibility of the event times with public transport timetables.
- Communicate how the venue can be reached, indicating alternatives to the car (walking, cycling, bus, shuttle, ski lifts)

Water and energy

Raising awareness of water (e.g. drinking water/refilling)

- We try to make water consumption more efficient
- When possible, we provide free drinking water (including from wells, etc.)
- When possible, we give preference to places where it is possible to provide access to drinking water for participants and staff.
- We communicate the possibility of having "quality" drinking water.

Saving energy and reducing light and noise pollution

- The lighting only stays on when it is needed and the amount is no greater than necessary
- Consider alternatives to mushroom heaters
- Use natural light sources when appropriate (torches, candles, etc.)
- Give preference to events with concepts to reduce energy consumption (e.g. candlelit)
- Evaluating times that allow energy savings
- Reducing the use of fireworks and other pyrotechnic items
- Assessing the actual need for electronic equipment

Food

Priority for local/regional producers and suppliers

- The products used come from our area (if possible from our valley, otherwise regional)
- On menus or other promotional channels we highlight the name of the products used and the producer
- Whenever possible, we tell a story about the producers and products and the people involved in the event (e.g. we tell the story of farm xy, etc.).
- We communicate any brand names such as "Roter Hahn" and the special features of the product (e.g. cern bio dl lüch)
- Non-regional foods such as coffee, tea, cocoa, sugar or chocolate come from fair trade if possible

Avoiding food and drink waste

- We estimate exactly how much food/drink is needed
- We use appropriate portions
- We communicate the proportion of local produce used at the event
- Any leftovers are reused where possible (if there are leftovers, we seek to donate to organisations in need)

Fruit, vegetables and seasonal food

- When possible, we refer to seasonal food and products

Waste management

Separate collection

- Possibly create places for separate waste collection with labelled containers
- Provide a sufficient number of bins

Use of sustainable and reusable materials: packaging, cutlery, crockery, decoration

- The use of disposable plastic containers, glasses, bottles and plates is prohibited.
- We use recyclable crockery, containers, bottles and plates.
- We strive to minimise the need for crockery, cutlery and decoration.
- The number of materials is carefully planned and proportionate to the need.
- We use bulk packs and not individual portions

Social engagement

Examine possible cooperation or participation with a voluntary or non-profit association/organisation.

Involvement of the local population
e.g. craftsmen, artists, schools, etc.

Informing local residents
e.g. If applicable, announcement of a traffic-restricting or noisy event, etc.

Culture

Efforts are made to include and promote Ladin culture, language and traditions as much as possible, where appropriate