

Greening events

Youth cultural festival

EURO '08

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at **erscp2008, Berlin 24. September**
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Content

- Introduction
- Methodology developed for the youth cultural festival
- Application at the EURO `08
- Conclusions

Also social aspects have been taken into account but in this presentation I will focus on the methodology developed to evaluate and manage environmental aspects.

Greening events



For an ecological optimization there is the need to:

Introduction

- Detect the relevant environmental impacts,
- Determine reduction potentials,
- Control measures and
- Communicate the results.

Because of the complexity of the system often the evaluation is reduced to selected aspects, like:

- Discussed problems: Carbon neutral
- Obvious problems: Wastes
- Easy to measure: Water
- Easy to communicate: Energy

Is that approach sufficient?



Youth cultural festival Basel (JKF)

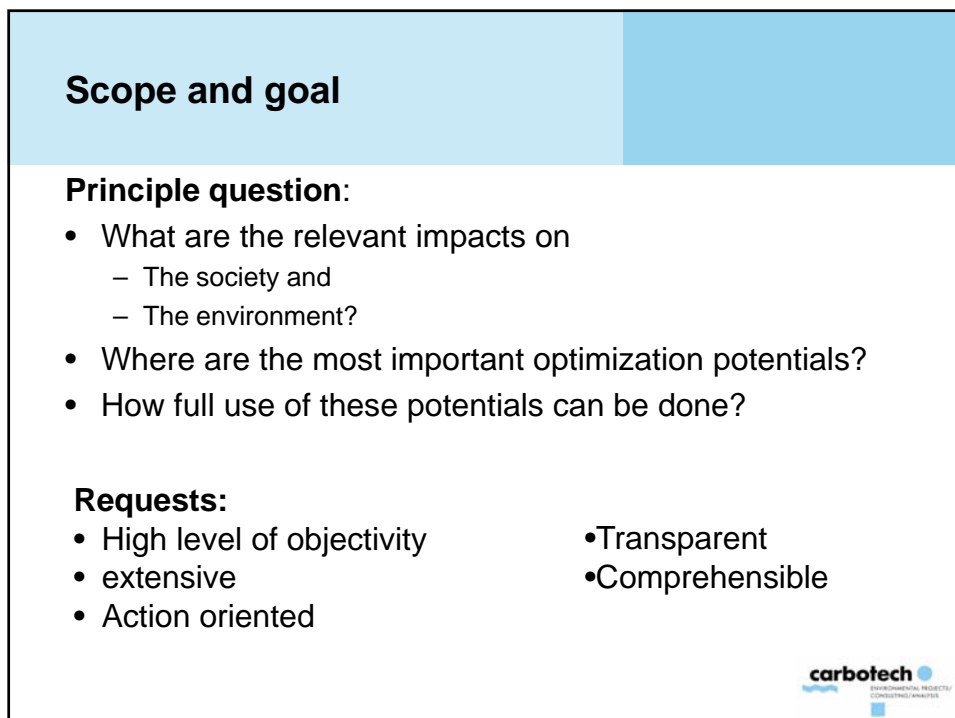
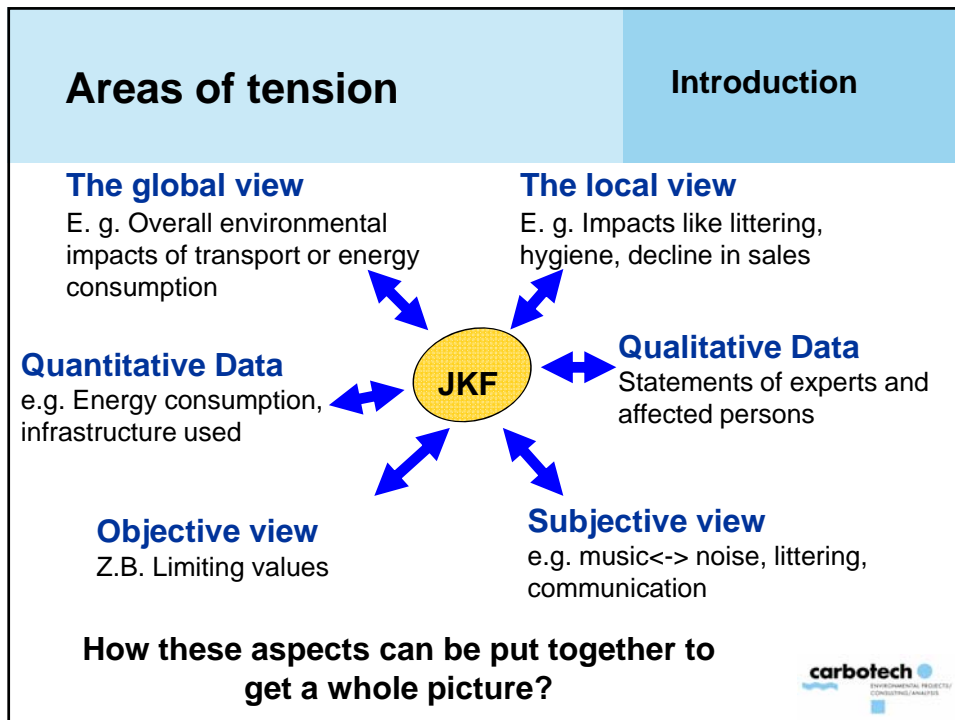


3 days

- Music
- Dance
- Theatre
- Acrobatic

70'000 visitors





Assessment of the relevant impacts – on two levels

The global view

Using the **LCA methodology** the overall resource need and the impacts have been evaluated

Quantitative Data
Global base
High objectivity

The local view

The local impacts, like littering, noise, traffic or security have been included with **stakeholder-interviews**.

Evaluating scopes, strength, weakness and possible options and there feasibility

Qualitative data
Local base
More Subjectiv

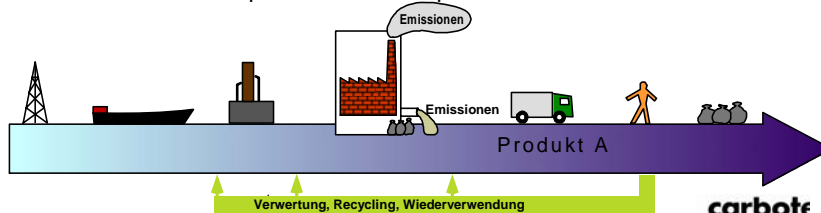
- Transparent evaluation by
- defined classification and
 - Evaluation matrices



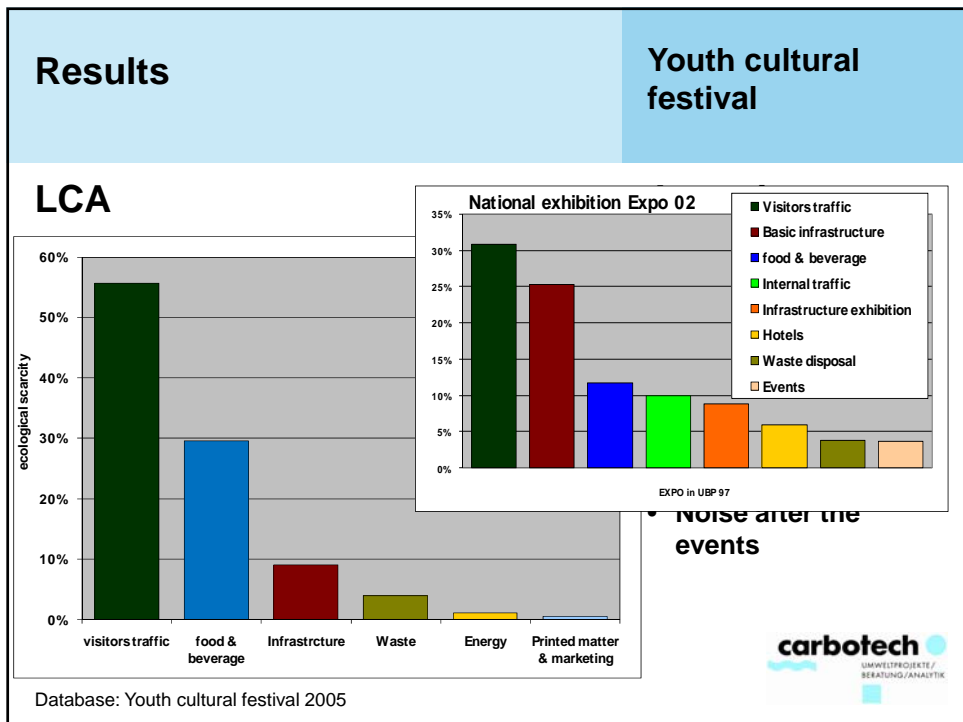
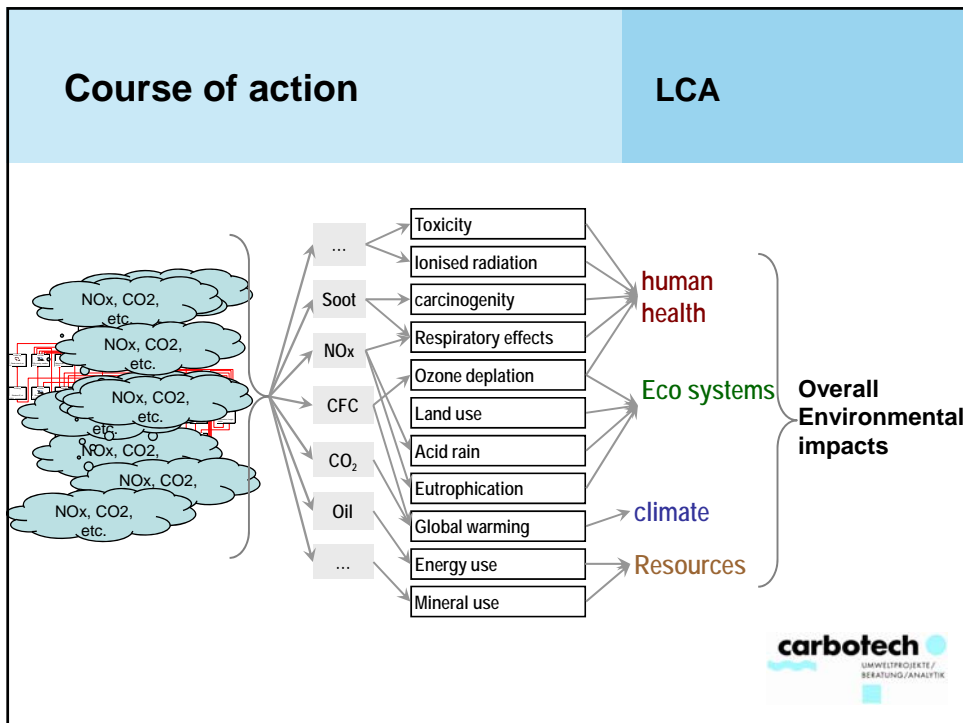
LCA

Method

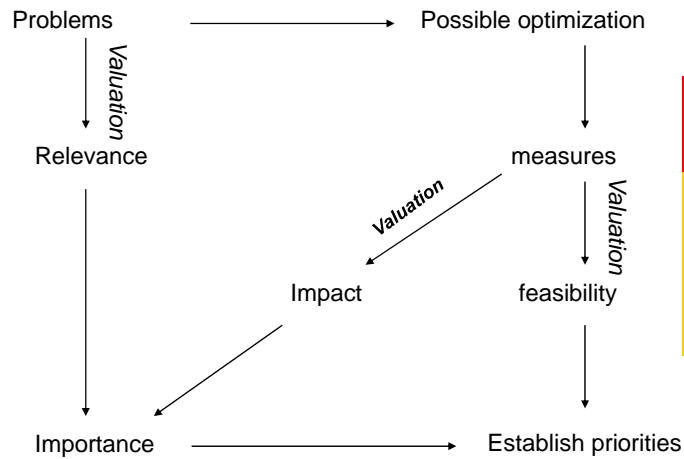
- **Tool to evaluate and compare environmental** impacts of products / processes in the whole life circle
 → used for assortment of the best product / process
- **Tool to analyse** product, processes, companies in relation to there relevant environmental impact
 → assistance at the prioritization of improvement measures



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Evaluating the measures



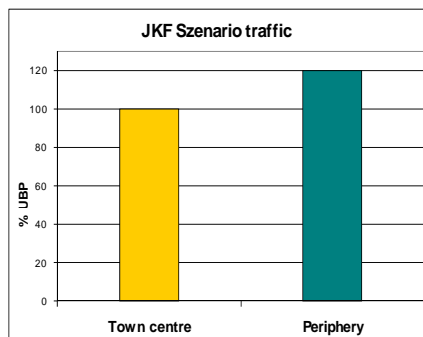
Examples of measures:

3	Food & beverage
3	Littering
3	Traffic
2	Broken glasses
2	Waste
2	Noise of visitors
2	Toilets
2	Noise of the events



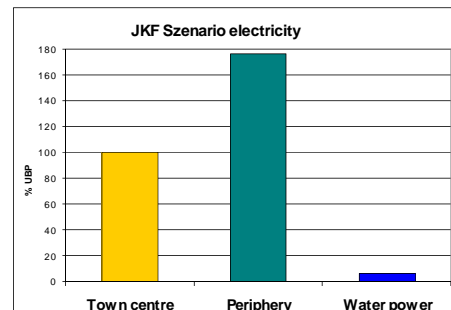
Sensitivities

Location:
Town centre- Periphery



Results

Electricity:
Town centre- Periphery – Nature Made
Grid diesel power water power
unit



Conclusions and recommendations

Optimizations:

- food: vegetarian – seasonal - regional
- Waste management
- Electricity (certified eco electricity).
- Optimization of the sanitary equipment and
- Reduction of the visitors noise after the event.
- Dialog with resident and gastronomy business

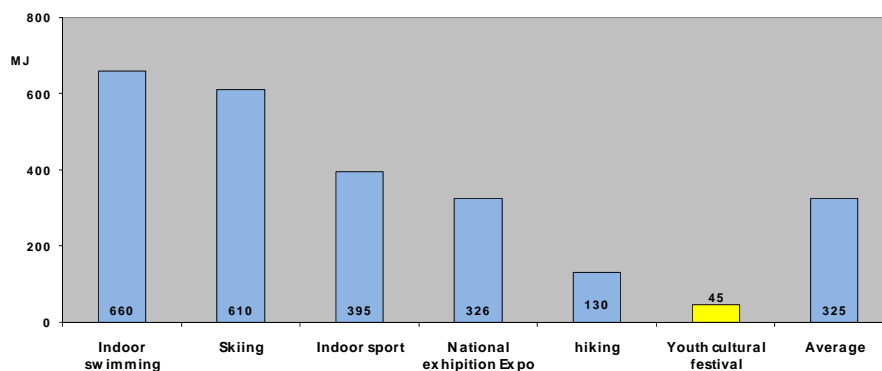
With all this measurements a significant reduction of the global and local impacts was achieved.



Comparison with other leisure time activities

Results

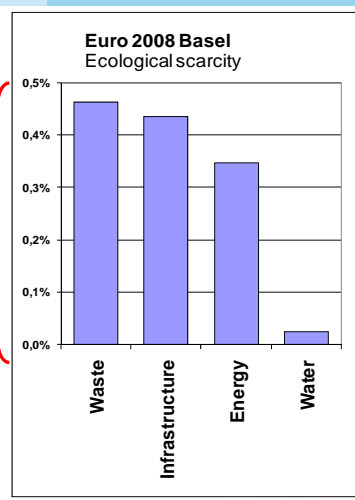
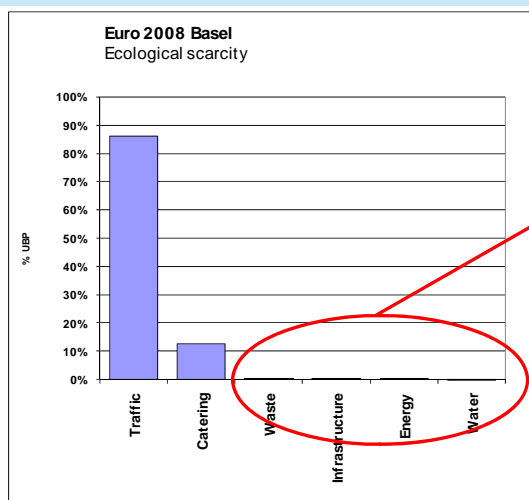
The comparison of the primary energy use of different leisure activities including traffic, infrastructure, energy use and equipment. Normalized for five hours of activity.



... and now using these experiences for the Euro 08

LCA EURO 08

Results



Relevancies

The LCA shows the following relevancies:

- **Traffic** and
- **Catering.**

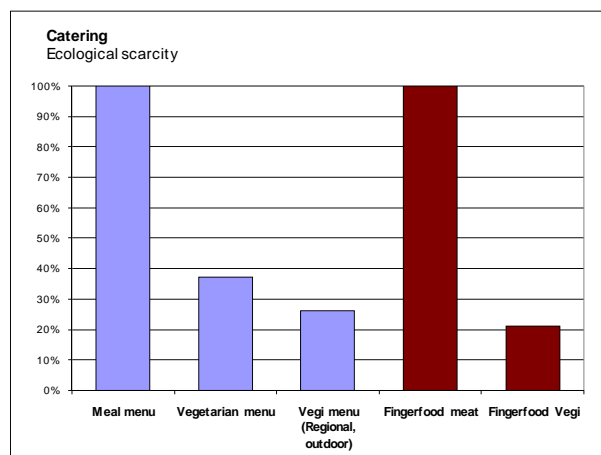
The **Stakeholder interviews** have shown the following relevancies:

- **Security** (Crowd, Hooligans, Terror, no „Negative experiences“)
- **Waste** (Littering, reducing waste quantities, Reusable cups)
- Traffic (Public transport, pricing, Parking situation, Euro-GA)
- Marketing (big Chance for the region and for the enterprises)
- Knowhow-Transfer (Experiences from EM04 und WM06 und similar events)

There are differences in the global and local evaluations.

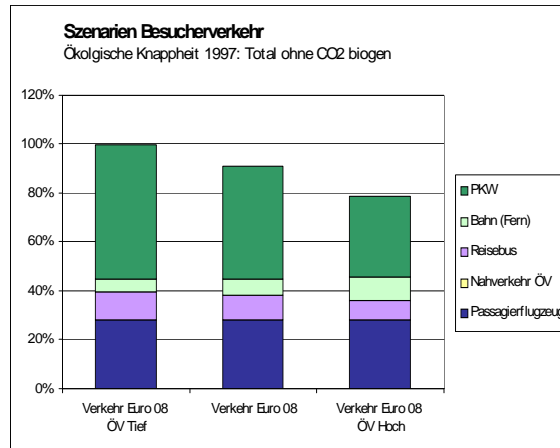
Scenarios: Catering

- Large differences between meat and vegetarian food
- Relevant impacts vegetables:
 - Green house
 - Transport
- Goals:
 - Innovative vegetarian Menus
 - Regional und seasonal Products
 - Labelled products (Fair trade/Bio)



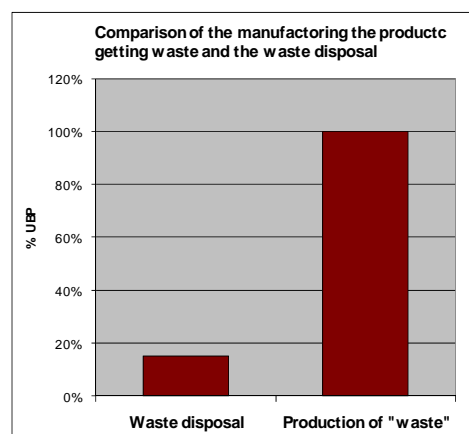
Scenario: traffic

- Euro-GA: Reduction of the impacts from traffic 10%; Reduction of the overall impacts by nearly 10%!
- Spectators without ticket! Another reduction of 10% by free tickets for hotel guests and public viewing visitors.
- Goals for public transport:
 - 80% for regional transport
 - 60% for long distance transport



Waste management

- The manufacturing of the products getting waste has about 10 times more environmental impacts than the disposal in a MWI.
- Reduction of waste is more important than the disposal.
- Nevertheless in the LCA waste disposal has low impacts – littering is an important problem.



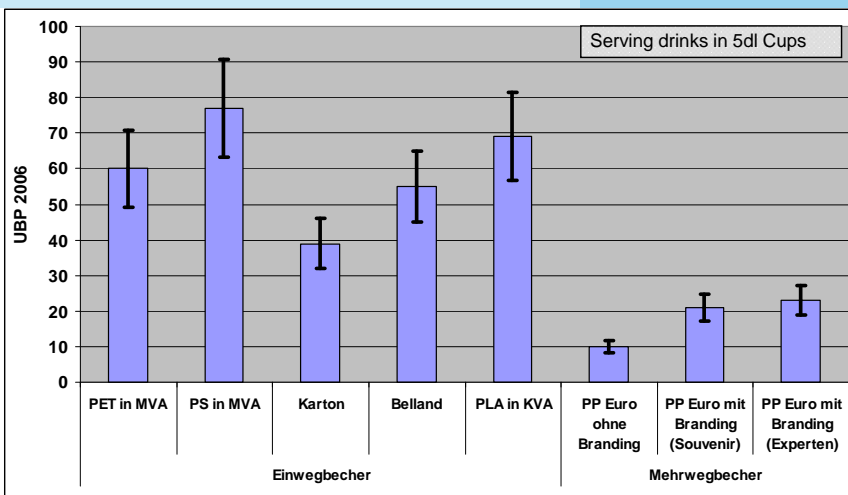
Littering is not an important environmental problem but...



- Is important to feel well
- Shard of glass are a security risk
- Cleaning costs a lot of money
- Litter gives wrong signals

Environmental impacts of Reusable and single use cups

Scenario calculations



Selected measures

Transportation

- Free tickets for public transport
- Increase of the capacity

Energy

- Green electricity

Littering – waste - safety

- Use of reusable cups
- No flyers
- No glass bottles
- Reducing the packaging of food to the max

The goals could been reached



Reduction of the overall environmental impacts by about 25% and a „clean“ city



Lessons learnt

- **The communication is important**
- **The most important impacts are not visible**

The aluminium can in my garden is a disaster

the impacts on the environment by producing aluminium is not visible

Noise is nasty

a reduction in CO₂ emission is neither visible, audible or noticeable

- **taking into account the local stakeholders is important**

Conclusions and recommendations

- For a sound decision base **LCA** is strongly recommended. Being a quantitative method the results can be linked with economic data to find eco-efficient solutions. Without these information there is the risk to realize measurements not being efficient and so to spent efforts and money to be investigated more efficient.
- This global view has to be replenished with a local view from **stakeholders** to get an overall evaluation.
- A **transparent evaluation** method is necessary to prevent from choosing the easiest or the most popular way.