



events in the city
KEURUU

**GUIDE TO MORE
ENVIRONMENTALLY FRIENDLY
EVENTS**



Keuruu is known for its lush nature, clean waters, and rich cultural heritage. This guide is designed to help event organizers in Keuruu, whether they are businesses, villages, or associations, to implement environmentally responsible events that support sustainable development and reduce events' ecological footprint. Together we can make Keuruu an exemplary sustainable event city.

A company's or event's environmental system is not just about waste sorting or a certificate on the wall, but part of risk management. It leads to concrete savings, competitive advantage, and saves natural resources for future generations as well.

This guide has been compiled from materials collected during the “Keuruu Valot” -project and other industry sources to specifically serve event organizers in the Keuruu area.

Environmental actions are significant not only for responsible event operations but also for the credibility of events. Customers are increasingly aware and can both appreciate and demand environmentally practical and sustainable choices. It's worth telling customers about your environmental actions in event communications, and you can also guide customer behavior in a more environmentally friendly direction through brochures, websites, social media, and during the event itself.

In this task, the Keuruu event organizer's environmental guide is here to help you!

The guide has been prepared as part of the Keuruun Valot -project.



Sustainable development means societal development that meets current needs without compromising the ability of future generations to meet their own needs. It is based on finding a balance between economic growth, social well-being, and environmental protection. Keuruu's city strategy from 2022 includes responsible operations from a sustainable development perspective as one component. However, it's good to remember that strategy is not just words in decisions, but individual actions of every Keuruu resident. Even small actions toward sustainable development make big impacts.

Circular economy is an economic model where resource use is optimized by minimizing waste generation and utilizing materials as efficiently and for as long as possible. Unlike in traditional linear economy, where goods are produced, consumed, and discarded, circular economy emphasizes product reuse, recycling, repair, and sharing.

From an event organization perspective, circular economy means:

1. Efficient use of resources:

Planning events to use as few new materials as possible. For example, borrowing or renting needed furniture and equipment instead of buying them.

2. Reuse:

Planning event elements like decorations, signs, and stage structures so they can be reused. For example, leaving out year numbers from printed materials.

3. Recycling and waste management:

Sorting and recycling waste generated during the event. For example, composting biowaste, and directing metals, glass, and plastics to recycling. This reduces waste volume and saves natural resources.



1. Avoiding disposable products:

Replacing disposable dishes with reusable alternatives or using biodegradable dishes.
Encouraging participants to bring their own water bottles and cups.

2. Utilizing local resources:

Using local operators, such as catering services or decoration supplies, which reduces emissions from transport and supports the regional economy.

3. Sharing platforms:

Event organizers can utilize lending or sharing platforms. For example, event organizers can share or lend supplies to each other for future events.

4. Innovative solutions:

Developing new ways to do things, such as using recycled materials in event structures or utilizing recycling technology as part of the event's appearance (e.g., art installations from recycled materials).

EXAMPLE

An event organizer can use reusable stage structures, share surplus food with participants or charity, and organize recycling centers during the event. This way circular economy principles not only reduce environmental impact but also bring image benefits and cost savings for the event organizer.

Let's go through next how environmental responsibility can be taken into account before, during, and after the event.



BEFORE THE EVENT

Accessibility

- A sustainable event is open to all and easily accessible for those with mobility limitations. Also consider other special groups by informing, for example, if there is sign language interpretation at the event. Remember international travelers too and consider language versions of event instructions.
- Choose a location that is easily accessible by walking, cycling, or public transport. If this is not possible, try to arrange shared transport to the venue or encourage participants to carpool. Include services from partners and local operators in your marketing. There's strength in Keuruu's cooperation!
- When marketing the event, encourage people to walk, cycle, or use public transport to get to the venue. If traveling by private car cannot be avoided, find out about and inform participants of emission compensation possibilities.
- Offer virtual participation options for the event and consider possibilities to bring more content through remote connections. Nowadays many things can be done virtually, and remote participation can enable speeches or participation from people who otherwise couldn't attend.
- When arranging event logistics, choose transport vehicles with the lowest possible emissions, avoid unnecessary transportation of goods, individual trips, and partial loads. Through careful planning of orders and travel routes, and utilizing local producers, you can handle many things in one trip! This is both convenient and environmentally friendly.

You can learn about transport services operating in the
Keuruu area hereä:

[Link to Keuruu transport services](#)

Venue

When selecting a venue, pay attention to ensuring the place is suitable for event use in terms of infrastructure, noise, waste management, mobility, and natural wear. It's also always good to verify when choosing a venue that its services and structures are designed to withstand the planned event and its visitor numbers.

Appreciating and respecting nature when organizing an event. Keuruu has vast opportunities for organizing nature events. When organizing an event in nature, it's important to consider the following:

- The event must not damage nature (trees, tree trunks or roots, other vegetation or animals).
- The event must have landowner permission.
- Thorough final cleaning must be carried out after the event.
- To prevent nature damage, vegetation, trees, and their roots can be protected by fencing them off or using similar elements.

Restoration of the venue and its rules are agreed upon when obtaining the area usage permit. For events held in parks and other natural sites, area inspection is arranged before and after the event. By default, it is the event organizer's responsibility to restore the park or natural site to the same condition it was in before the event. Nature preservation can and should be ensured by considering at least the following:

- Protection/consideration of the event area's vegetation
- Protecting lawns from vehicle traffic
- Careful waste management planning and sufficient waste disposal

Procurement

Ask yourself when acquiring supplies: what is unnecessary? Always consider before buying whether purchasing new products is necessary, or if they can be replaced by renting or borrowing.

- If you decide to buy supplies for the event, choose durable products and acquire them used or recycled if possible.
- If you need new materials, choose environmentally certified options when possible when purchasing paper, wood, dishes, fabrics, paints, other materials, or electronics for the event.

Event decorations can also utilize natural materials that can be collected directly from nature under everyman's rights!

- Favor electronic materials in communications and avoid unnecessary printing. Do the brochures necessarily need to be printed, or can they be shared electronically? Could a roll-up be replaced with a poster that's easier to reuse and recycle?

- Check what type of plastic the plastic products are and avoid PVC. Avoid chemicals in cleaning and washing products and choose environmentally certified products in these as well. Check if someone involved in the arrangements already has materials, so you don't need to buy additional consumables that might remain unused later.
- When acquiring services such as cleaning, laundry, transport, or printing services, find out if the service provider has an environmental management or certification system (such as EcoCompass or ISO 14001). Small companies may not have resources for heavy systems, but they may have their own environmental program. If they don't, encourage the service provider to consider environmental issues and create their own guidelines for sustainable practices.
- More environmentally friendly solutions can also be required through procurement competition: energy efficiency can be used as one criterion, for example.

Energy

Reduce energy needs at the event by sizing lighting, sound technology, and other electronics during the planning phase according to event needs.

Try to favor options with low energy consumption and environmental certification – you can get more information about these from the Consumer Agency.

- If you can influence the origin of energy used at the event, favor renewable energy sources. Also find out if it would be possible to buy renewable energy for the event from small producers, from the local network. If you need a generator, acquire biofuel for it.
- Ask your subcontractor about energy efficiency and environmental certifications, or ask them to recommend the most energy-efficient solution from their offering.
- Find out if the venue's electricity and heating are produced with renewable energy. If not, investigate whether the use of renewable energy forms would be possible. Favor venues that use environmentally certified renewable energy.

Food

If you order food from an external operator, also ensure the food supplier's responsibility. You can ask if they have an environmental program and agree on the food to be served and serving method in advance, so the environmental perspective is easy to take into account.

- Also favor durable dishes in food service instead of disposables and minimize the need for disposable dishes by planning servings to be sufficiently simple. If disposable dishes must be acquired, favor environmentally friendly materials.
- Consider the environment in ingredients. Follow WWF's meat and fish guide, and try to reduce the use of dairy products or replace them with oat-based alternatives. Also make sure that a fully plant-based option is available for those who want it at the event.



- Favor seasonal and locally produced organic, environmental and responsibility-certified products. Marks indicating different aspects of responsibility include Fair Trade, Organic, UTZ, Rainforest Alliance, MSC, ASC – familiarize yourself with the marks' criteria and try to favor responsible products.
- Plan food service quantities and serving methods carefully according to visitor numbers so that food waste is generated as little as possible. Try to avoid multiple special diet options and offer dishes suitable for everyone when possible. Also consider how potentially leftover food can be utilized after the event.

Waste

Consider in advance what will happen to supplies after the event. Try to choose durable products that you can use elsewhere, sell, or donate forward after the event. If this is not possible, choose easily recyclable materials.

Plan waste recycling and sorting possibilities for your event based on typical waste already in advance. You can discuss, for example, the number of waste containers, locations, and emptying intervals together with the waste management company.

Co-operation

When making environmentally friendly choices, remember to highlight them in event communications. Environmental consideration is an advantage in marketing and can at best encourage others from words to actions. You can use the hashtag #greenkeuruu or #ympäristökaupunki #vihreäkeuruu on social media.

If several parties are involved in event arrangements and common time is found, consider organizing a separate meeting regarding environmental issues. Go through different perspectives together so it's easier for everyone to commit to a common goal.

For more information about environmental protection in Keuruu, visit:
[Keuruu environmental protection](#)



DURING THE EVENT

Accessibility

- Provide safe, free parking areas for bicycles and guide event visitors to leave their bicycles there. Instead, charge a fee for car parking.
- Guide visitors to use public transport by offering links to maps and timetables, for example.
- Monitor environmental impacts of traffic related to the event and its preparation by keeping track of driven kilometers. This information can help reduce emissions next time.

Venue

- If the event is meant to be organized outdoors, please consider local nature and neighbors. Try to direct noise away from residential areas and natural green areas and protect sensitive vegetation from trampling by fencing, for example. Use easily dismantled structures and avoid heavy equipment in green areas.
- Make environmentally friendly choices easy for visitors and make passive choices on their behalf too: In indoor spaces, you can for example avoid unnecessary lighting and air conditioning and set the temperature slightly lower.

Waste

- Ensure ease of waste sorting, clear signs, sufficient number and visibility of waste points at the event. Also ensure that harmful substances and hazardous waste are disposed of properly and don't end up mixed with other waste, in waterways, or soil.
- Monitor the waste management situation during the event and make changes if needed.
- Consider special waste generated at the event separately. If you offer earplugs to staff and audience during the event, ensure they are easily available and also take care of their sorting so earplugs don't end up on the ground. Also make sure that cooking oil used by food vendors is not poured into drains or on the ground.
- Use a deposit system in bar sales so cups can be collected and bottles and cans are recycled efficiently.

- Serve drinks in pitchers instead of bottles during meals or meetings and provide the opportunity to refill personal water bottles.
- Only distribute necessary materials at the event and avoid giving out unnecessary items and redundant paper brochures. Communicate this policy also to the event's cooperation partners.

Co-operation

Be open!

Encourage visitors in your communications to make environmentally friendly choices by telling them about solutions made in event arrangements, sharing information about the environment and visitors' choice possibilities.

Maintain an inclusive atmosphere so that everyone feels welcome and important as an environmental choice maker.



AFTER THE EVENT

Venue

If the event venue is located in nature and strains the area's vegetation or environment otherwise, ensure that the area is restored.

Waste

- Don't throw away leftover edible food, but donate it to event workers or visitors, for example.
- Save the event banners, structures, and worker uniforms and other supplies for reuse in future events. Don't print event dates on materials unless necessary, so they can be utilized again.
- If materials are no longer needed as they are, consider if they can be used as raw materials in new products by the event organizer or cooperation partners. If not, ensure that waste is recycled properly.
- Make sure that cooperation partners, possible event workers, and subcontractors don't leave behind mess either, but that the venue is properly cleaned after the event and waste is sorted correctly.

Co-operation

Compensate for emissions that you cannot avoid. Inform participants about compensation possibilities as well.

Share environmental tips you've learned in event arrangements openly, and act as inspiration for others!



Final Notes

Remember that every small action counts towards environmental protection and sustainable development. By implementing these guidelines, you're not only helping to protect the environment but also creating a more sustainable event culture in Keuruu.

This guide serves as a starting point for organizing environmentally responsible events. As environmental awareness and technologies evolve, continue to seek new ways to reduce your event's environmental impact and share your successful practices with others in the event organizing community.