

# The Sustainability Guidelines

Empowering you to make a positive impact on the planet - let's act together for making the best impact @Baltics & Nordics biggest sustainability festival!





## 👉 Main principles aka 5 Rs 👉

- ◇ **Refuse** → Can I say 'no' to using some things?
- ◇ **Reduce** → Can I achieve the same thing with fewer things?
- ◇ **Reuse** → Can I use some things again and again?
- ◇ **Repurpose** → Can I repurpose waste materials to reduce the amount of waste sent to landfills?
- ◇ **Recycle** → What kind of waste will I produce and how will I dispose it?







# Production



## What to DO?

Use  **as few electronics and electronic devices as possible**  and prefer energy efficient equipment. Turn off the devices beyond the event time.

Design your area so that it would be  **reusable for the same purpose**  or to use materials and elements that can be reused by others (e.g. walls, plants, furniture).



Use  **as few securing devices as possible**  (adhesive tape, cable clips etc.). Make sure that you have used up all the leftovers before opening a new pack.

## What NOT to do?

Do not use  **PVC & plastic materials**  - prefer natural materials to build up your stand.

Do not use  **disposable carpets**  - use reusable carpets or find another sustainable solution.

Do not produce elements  **suitable only for this event**  - avoid including dates & other event-specific details on decoration, etc.

Do not plan to give  **one-time gifts** , flyers and other (branded) marketing material. If needed, prefer recycled paper for printing.



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# Materials & Waste





## What to DO?

Take a  **modest approach**  in planning the amount of gifts and handouts.

Order the  **reusable cutlery**  in advance exclusively from the dedicated service provider announced by Impact Day to offer or sell food or drinks at the festival.



Give only  **vegetarian and non-alcoholic**  items.

Sort your waste in  **5 appropriate categories**  - **biowaste**, **packages**, **paper & cardboard**, **deposit bottles & cans**, **mixed waste**. Trash bins are accompanied by guiding information to help you with this!

## What NOT to do?

Do not give out or sell  **bottled water**  - free drinking water is available for all the attendees.

Do not use  **balloons**  and other one-time use decorations - you can create a fancy feeling without burdening the planet with new waste.

Do not give out food/drinks in  **biodegradable packaging** , including bowls, plates, knives, forks, straws.

Do not come with  **your own trash bins**  - sort your waste at the designated areas.

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# Transportation



## What to DO?

Use  **as little packaging material as possible**  when transporting your belongings.



We encourage you to  **optimise your logistics** , minimise the number of empty journeys to/from the event.

Please use  **ridesharing, public transport or light mobility (e.g. bicycle)**  instead of coming by car. A pleasant walk is the best solution!

## What **NOT** to do?

Do not park  **outside of the designated areas.** 

Do not make  **empty journeys to/from the event.** 

Do not order materials, gifts, resources  **farther places than possible.**  This will increase the carbon footprint of your-our activities!





## Best Practices



## Expo Area



### ✓ What to **DO**? ✓

- ☐ Have **engaging activities** that involve people.
- ☐ Have at least two people or more at your area.
- ☐ Schedule meetings already **in front** and take time to learn how to use Brella.
- ☐ **Provide vegetarian food & beverages.**

### ✗ What **NOT** to do? ✗

- ☐ Sit and wait everybody to come to you.
- ☐ Have high energy solutions & single-use items.
- ☐ Do things at the last minute.
- ☐ Provide non-vegetarian food or alcoholic beverages.



impact  
day.

Thank you for taking the time to  
learn about the sustainability  
guidelines.

See you soon at the festival & act  
for impact!

PS. If you have any questions about the  
guidelines, reach out to Kätlyn  
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