

In this way, the creation of experience becomes an integral part of the business, as well as the development of products and processes. The demand for experience is huge. Companies aim at increasing its supply, following the general principle of the experience economy: “You do not sell only what you make, but who you are”.

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EVENT GREENING – A PROMISING AREA OF EVENT MANAGEMENT

It's common knowledge that events and festivals around the world create enormous amounts of waste. Some festival and event organizers are beginning to green their events to minimize their impact to the environment. That is when the notion of event greening comes.

Sustainable event management (also known as event greening) is the process used to produce an event with particular concern for environmental, economic and social issues. It involves including sustainable development principles in all levels of event organization, and aims to ensure that an event is hosted responsibly. Event greening should involve all the key role players, such as clients, organizers, venues and suppliers.

If an event is hosted in a ‘green’ manner, the anticipated outcomes are as follows: to improve the resource efficiency of the entire event, reduce negative environmental impacts, enhance the economic impact, strengthen the social impact, improve sustainable performance within an available budget, present opportunities for more efficient planning, protect the local biodiversity, and others.

The overall principle of event greening is the implementation of sustainable living practices, which include a balance between environmental protection, social development and economic benefit. This is known as the triple bottom-line, also referred to as ‘planet, people and prosperity’.

One of the greening practices is green purchasing. Options to reduce environmental impacts of purchasing can be achieved through such things as using

products which have an eco-label, including organic, fair trade or other sustainable forestry products, sustainably produced foods. Another one is waste minimization.

This can be done through not using disposable products, or through diverting waste from landfill through recycling, composting biodegradable waste. Energy efficiency also should be considered. Reducing the environmental impacts of event production can be achieved through providing energy through renewable or zero emissions sources. The following greening practice is water conservation. Reducing the amount of sewage and graywater produced is also an aim. Another component is emissions reduction. To reduce the impact of audience transport to and from an event, public transport use, filling up all the seats in the car, and coming on foot or by bicycle where appropriate, can be encouraged. One of the simplest ways to reduce some of the footprint is moving to paperless events. Moreover, it's necessary to protect biodiversity. For outdoor events, biosecurity is an important consideration. This involves taking action to minimize the introduction or spread of non-native plant and animal species and diseases. Event greening is not only about the environment, but needs to consider the social and economic benefits to the local community as well. By stimulating the local economy and social development, the whole community will benefit from the event, and this will support poverty alleviation in the long term.

Globally, more and more events are hosted in an environmentally, socially and economically responsible way. Many international companies are making event greening a part of their tender process. The following are some of the positive benefits of event greening for the organizers, participants and the local community that should be considered: cost savings, positive reputation, environmental innovation, awareness raising, social benefits, influencing decision making, and return on investment.

The examples of the most environmentally friendly events are The Glasgow 2014 Commonwealth Games and The Croissant Neuf Summer Party, a medium-sized family festival that takes place annually in Wales.