



COMUNE DI GENOVA

Sustainable Events

Guidelines for the
sustainability management
of events

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COMUNE DI GENOVA



Genova Città Circolare

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1. Definitions

Sustainable animal farming: this term describes facilities where animals are reared in a way that respects the environment and their own welfare. These facilities can be validated and certified for sustainable production and processes.

Annex: a supplementary documentation section containing technical information, data and operational specifications, as well as detailed supporting documents for the main guidelines.

Bagging: this term refers to the reusable bags provided by the catering service and/or shops at the event, which may contain merchandise or gadgets.

Canopy: this term refers to a lightweight, temporary, modular structure designed to protect spaces and activities during events. It is easy to install, dismantle and reuse, and is made from environmentally friendly materials.

Sustainable meat: this term refers to products from non-intensive livestock farms where respect for the environment and animal welfare is a priority, and where the sustainability of production and processes can be validated and certified.

Scientific community: this term refers to domestic and international scientists and technicians who participate in scientific research, particularly in fields related to environmental protection.

Doggy bagging: this term refers to the small containers and/or bags provided by catering services to allow customers to take home any food they haven't eaten on site. This measure aims to reduce food waste.

Entertainment e communication: the event's entertainment, engagement and communication activities are designed to engage the public and disseminate content in a sustainable and responsible manner.

Visual entertainment: this term refers to entertainment involving the use of audio-visual material. In this context, it is a means of communicating messages and information relating to the event.

Crews: this term refers to the crew on board a ship that carry out the tasks necessary for its operation.

Positive legacy: the term 'positive legacy' refers to the long-term impact that organisers aim to create for a host city's community through an event. It denotes a positive change in behaviour, perception and actions relating to environmental sustainability.

Implementation phase: this refers to the execution of the previously outlined operational plans during the event.

Monitoring phase: this refers to overseeing the event as it unfolds. It involves setting specific targets and following previously established operational plans.

Planning phase: this refers to the stage at which the resources, information and timelines required to organise an event are defined. Operational plans are drawn up during this phase, which are essential both during the implementation phase and when reporting on the event.

Reporting phase: this term refers to the reporting phase of the event. During this phase, the results are reported based on the metrics and indicators that were previously defined. This phase enables the event's impact and legacy on the host community to be measured.

A certified and ethical short supply chain: this is a supply chain characterised by a limited number of intermediaries between the producer and the consumer. It is based on local and seasonal produce, environmental and/or

social certifications, and production practices that ensure environmental sustainability, transparency, economic fairness, and respect for workers' rights.

Provision of services: a range of operational services will be provided by economic operators to support the organisation of the event. These services will include logistics, catering, staging, security and cleaning. They will be selected based on environmental, social and economic sustainability criteria.

Footprint (environmental footprint): a quantitative indicator that measures the environmental impact of an activity, product or event throughout its life cycle. Examples include the carbon and water footprints.

Ethical and sustainable management of facilities: this refers to a set of organisational and operational practices applied to the management of premises and facilities. These practices are aimed at reducing environmental impact, ensuring the efficient use of resources, protecting the rights of workers and users, and guaranteeing accessibility, inclusion, and safety. This approach is in line with the principles of social responsibility and sustainability.

Hospitality experience: this term refers to the arrangements made for guests attending an event. This includes activities, conferences, catering and accommodation.

Handouts: this term refers to the materials distributed to the participants at an event.

Hand leaflet: this term can be used as an umbrella term for leaflets, brochures and printed advertisements.

Open or closed: this term refers to the spaces required for carrying out event-related activities, as well as technical and/or service areas, which may be open or enclosed.

Guests: this term refers to the experts and representatives of public institutions and relevant private companies who are involved in the field covered by the event.

Outdoor, indoor: the term 'outdoor' refers to events held in open spaces, such as parks or designated areas. 'Indoor' refers to events held in temporary or permanent indoor venues.

Partner: the term 'partner' refers to private or public organisations with which we collaborate to organise the event. These partners are responsible for carrying out various tasks during the event, such as communications, catering and waste management.

Sustainable fishing: the term refers to a practice carried out with the aim of conserving fish stocks and safeguarding ecosystems by protecting their biodiversity.

Provider: this term refers to suppliers of services and/or products during the event.

Recovery: the process of using waste to produce materials, energy or other resources in order to replace raw materials or energy sources, as defined by legislation.

Recycled PEFC: this term refers to products containing at least 70% certified recycled material from forestry or trees, as defined by the Programme for the Endorsement of Forest Certification Schemes (PEFC).

Recycling: the process of transforming waste into new materials or products for the same or a different purpose, excluding energy recovery.

Catering: this refers to the preparation and delivery of large quantities of complete meals for event attendees.

Roll up: this refers to an advertising display consisting of a banner — a strip of fabric or other material — onto which content is printed, and a stand onto which the banner can be rolled up.

Disposal: the final stage of waste management, involving the disposal of waste without the recovery of materials or energy. This is carried out in accordance with current legislation.

Sustainability: the World Commission on Environment and Development (1987) defined sustainability as development that integrates environmental, social and economic dimensions in a balanced way, meeting the needs of the present without compromising the ability of future generations to meet their own needs. (World Commission on Environment and Development, 1987).

Sustainable merchandising: a set of criteria and practices that aim to minimise the environmental, social and economic impacts of promotional materials and merchandise throughout their entire life cycle by prioritising reuse, recyclability, low-impact materials and responsible supply chains when designing, producing, managing or purchasing them.

Team: a group of two or more people who work together towards a common goal, sharing responsibilities, skills and efforts to achieve a specific outcome. In the context of sporting events, it refers to groups of athletes who compete together or individually for the same sports club or country.

Stakeholder: this term refers to operational staff, corporate guests, supporters of sporting or industry events, event attendees, and various further stakeholders.

Thermal stress: this term refers to the comfort of those involved in the event, such as guests, visitors, users and staff, as well as the performance of the infrastructure associated with the venue. It can be caused by exposure to high temperatures and exacerbated by interaction with urban air pollutants. It should be considered in relation to seasonal variations and local conditions.

Stream: this term refers to the production chain relating to the collection and sorting of resources, particularly in the context of paper and cardboard production.

Supply chain: the set of entities, activities and processes involved in designing, procuring, producing, distributing and managing the goods and services required to stage the event. These are managed in accordance with environmental, social and economic sustainability criteria throughout their entire life cycle.

Target: this term refers to objectives that can be measured using quantitative and qualitative metrics. These objectives must be achieved in order to meet overarching sustainability goals.



2. Introduction

According to the United Nations Environment Program - UNEP 2009, a sustainable event is defined as any event: "conceived, planned and implemented in such a way as to minimise the negative impact on the environment and to leave a positive legacy to the community that hosts it".

Designed for application by any organisation at an international level, the **UNI ISO 20121:2013** standard aims to deliver events that consider environmental, social and economic sustainability. It ensures compliance with applicable voluntary guidelines in the relevant context. The 2024 revision of the standard retains the framework of the 2013 version, which is based on a management system for event sustainability. However, it also introduces strengthened content related to **ESG principles**.

Compared to the previous version, the 2024 revision broadens the focus to include social, economic and environmental impacts, placing particular emphasis on human rights, inclusion, climate change and stakeholder engagement. Furthermore, it places greater emphasis on legacy and requires a more structured approach to assessing risks and opportunities throughout the entire event lifecycle to facilitate continuous improvement.

Evidence suggests that organisers of large and medium-sized **ISO-certified indoor and/or outdoor themed events** are paying increasing attention to the selection of host cities. They are now favouring those that have made concrete commitments to ensure high sustainability standards and are willing to improve their performance.

Sustainably managed events present opportunities for economic development and promotion, as well as territorial marketing.

These opportunities are linked to the value of the event's theme and its ability to generate positive environmental, economic, social and governance (ESG) impacts. These impacts and co-benefits are significant, both tangible and intangible, and contribute to the city's prosperity.



Genova is undergoing a profound transformation to become a more attractive and sustainable city by 2030. It is committed to promoting climate neutrality as a 'Green Deal City' by 2050, with robust development capacity, attention to social and individual well-being, and high standards of liveability. This commitment is guided by the strategic vision set out in the 'Genova Lighthouse, Città Faro Strategy' and the 'Action Plan for Genova 2050', which is realised through large-, medium- and small-scale projects that systematically contribute to achieving these ambitious goals. These tools are accompanied by effective metrics to monitor and evaluate estimated progress over time.

This transformative process affects the urban system, beginning with the Authority and its associated companies. It is supported by a network of local, national and international stakeholders, including public bodies, private investors, scientists, active citizens and the public.

This document fully replaces the document '**Sustainable events: operational guidelines and sustainability requirements for outdoor and indoor events**', approved by Executive Decision No. 2023-186.0.0.-157 of 20 November 2023.

This new edition highlights the Administration's commitment to strengthening its holistic global approach to sustainability and updating the document to bring it in line with the latest relevant ISO standards, whilst also incorporating the Minimum Environmental Criteria (CAM) for Events and the principles of 'Do No Significant Harm' (DNSH), in accordance with national and European guidelines on thematic sustainability.

Ultimately, these guidelines for the sustainable management of events are consistent with the principles and objectives of the United Nations 2030 Agenda, contributing to the pursuit of the Sustainable Development Goals (SDGs) through an integrated approach that promotes environmental, social and economic sustainability, the reduction of impacts and the generation of positive and lasting value for the local area and the community.

3. Territorial context and commitment to sustainable events

Genova is the capital of the Liguria region in north-west Italy and has a population of 566,790¹, rising to 817,402 if the city's metropolitan area is considered. The latter consists of 67 neighbouring municipalities, and it is known as the Metropolitan City of Genova.

It is Italy's sixth largest city by size and population. Boasting a fascinating and unique skyline, its landscape comprises a 35 km coastal strip stretching between the Ligurian Sea and the Apennines. This is sheltered by a belt of rolling hills and steep peaks, and the city covers a total area of 243 km², 73 km² of which is urbanised.

The history and development of the city have been shaped by these geographical features, making it a gateway to Europe and an international hub with strong, high-quality connections between regions.

The unique combination of the climatic features of a mountain town by the sea, the layout of the urban fabric, the incredible landscape, historical and cultural heritage, and the world-renowned aromas, flavours, products and services make the town an exceptional venue for hosting national and international events, as well as organising its own events, which have become iconic attractions for visitors.

Genova is characterised by a dynamic and multifaceted events industry ecosystem, capable of hosting events of international significance and regular fixtures that reinforce its identity and appeal. Iconic events such as the International Boat Show, Euroflora, the Festival of Science and the Rolli Days are cornerstones of the city's calendar, contributing to the promotion of its cultural, scientific and industrial heritage and raising the city's profile both nationally and globally.

Alongside these events, Genova hosts a wide range of cultural, musical and entertainment events, spread across the city and capable of engaging a diverse audience. Festivals, exhibitions and temporary initiatives complement institutional events reinforcing the city's role as a hub for innovation, culture and economic exchange.

Genova also plays a significant role in the MICE sectors (Meetings, Incentives, Conferences and Exhibitions), thanks to its dedicated infrastructure, major exhibition centres and conference venues. The city regularly hosts scientific conferences, corporate conventions, institutional meetings and B2B events, helping to strengthen its position as a competitive destination for business and conference tourism at both national and international level, in synergy with the innovation, training and maritime economy sectors.

Regular and one-off sporting events also play a significant role, ranging from sailing and other maritime competitions to urban events and major international initiatives. They promote an active and inclusive lifestyle, strengthen the local community and reinforce Genova's position as a multi-purpose destination capable of combining economic development, social cohesion and sustainability.

The events landscape in Genova reflects a growing shift towards sustainable organisational models, in line with contemporary environmental, social and economic challenges. In this context, these guidelines serve as a strategic reference tool, capable of generating added value for the local area and strengthening the city's position as a responsible, innovative and competitive destination on the national and international stage.

Finally, it should be noted that Genova is also a dynamic and attractive location for the audiovisual industry, having established itself as an ideal setting for film, television and advertising productions thanks to its varied urban and natural landscapes, and the region's organisational capabilities.

1. Reference: Genoa Municipal Registry Office – compiled by the Genova Municipality Study Centre

4. Purpose of the document

The main purpose of the document is to provide guidelines for organising quality events with a sustainable approach.

They can be used independently to organise and/or manage sustainable events. They can also be used as a tool to include in evaluation and engagement criteria for sponsors, suppliers, and service providers. They can be used in dialogue with partners and stakeholders during various phases of event management, from analysing the external and internal contexts and the organisers' needs, through planning, implementation, monitoring, and reporting.

These guidelines are modular and can be adapted for different events either organised by the Administration, the City of Genova's subsidiaries or external parties that choose the City of Genova as a venue.

When the City of Genova is organising the event, a constructive dialogue must be established with the sustainability manager, who will provide support and guidance in line with the principles of effectiveness, efficiency, transparency and good governance in public administration. Where companies in which the City of Genova holds a stake are organising the event, it is nevertheless advisable to establish a collaborative dialogue with the City of Genova's sustainability manager. If the event is organised by external parties, suitable individuals should be identified to be responsible for supervising, developing and implementing the event's sustainability strategy.

NOTE: when organising, participating in or joining sustainable events in accordance with UNI ISO 20121:2024, this document should be accompanied by a planning document, which may be referred to as a 'Sustainability Plan'; as well as operational documents or plans for the various application areas.

Below is a list of documents defined as substantive 'Plans', which may adjust depending on the organisers' requirements and the type of event:

- mobility and transport document or plan;
- resource procurement and circular management document or plan (covering issues related to water, food and drink, and waste);
- energy supply document or plan.

5. Policy and mission for Sustainable Events

The City of Genova intends to adopt a policy for the sustainable management of events based on an integrated ESG (Environmental, Social and Governance) approach, aimed at reducing negative impacts and maximising positive effects on the local area in environmental, social and economic terms.

The mission is to develop a structured, accountable and resilient events system capable of generating lasting value for the community and the local economy, contributing to the achievement of the objectives of climate neutrality, social inclusion and sustainable economic development, in line with the long-term urban strategy 'Genova 2050'.

This policy covers a medium- to long-term timeframe (3–10 years) and applies to all events promoted, hosted or sponsored by the Administration, as well as to the public and private entities involved in the relevant organisational chain.

It complements and contributes directly to the Authority's strategic tools, in particular:

- the Genova Lighthouse – City of Light strategy, which identifies sustainability, ecological transition and innovation as the pillars of urban development;
- the Genova 2050 Action Plan, as the operational framework for interventions and actions aimed at strengthening urban resilience, sustainable regeneration and the enhancement of communities and businesses;
- the Authority's reporting and transparency tools, including the First Sustainability Report, contributing to the measurement and monitoring of the ESG performance of events and the continuous improvement of public policies.

In this context, the guidelines for the sustainable management of events are a practical and strategic tool. They are designed to translate the administration's strategic objectives into operational criteria, best practices, and concrete requirements. This strengthens Genova's position as an attractive, responsible, and competitive national and international destination.

SCOPE OF APPLICATION

- Small - scale events
- Medium - sized events
- Large - scale events
- Outdoor events
- MICE events
- Certified events
- Principle of proportionality



6. Scope, classification and severity of events

These guidelines apply to all events promoted, organised, hosted or sponsored by the Municipality of Genova, as well as to events held within the municipal area by public or private entities, regardless of their size or type.

The application of the guidelines is mandatory or recommended on a proportionate basis, depending on the organisational complexity, impacts and structure of the event supply chain, in accordance with the principles of the UNI EN ISO 20121:2024 standard.

The actions envisaged for each event category are linked to the ESG indicators defined in this document; however, to avoid duplication and ensure clarity, the KPIs are listed exclusively in the section dedicated to the monitoring.

Events are categorised solely for the purpose of adjusting the level of application of the requirements, based on a combination of:

- number of participants;
- number of suppliers involved;
- operational complexity and impacts.

Small-scale events

Simple events (low complexity) characterised by:

- up to 300 participants;
- involvement of a limited number of suppliers (≤ 3 main suppliers);
- no complex staging or temporary infrastructure.

Required application (basic level compulsory):

For such events, a minimum level of sustainability is required, based on concrete, simple and easily implementable measures that ensure the event is managed responsibly. In particular, the following areas of action should be addressed:

- communication with and raising awareness amongst participants, with a view to promoting sustainable behaviour;
- waste management and waste reduction, using simple yet effective solutions;
- conscious consumption choices, aimed at reducing single-use materials;
- minimal involvement of the supply chain, favouring, where possible, local suppliers or those committed to sustainability objectives;
- collection of feedback, useful for the progressive improvement of the event.

The measures set out above constitute the minimum mandatory requirements for the implementation of the guidelines for low-complexity events.

These aspects are monitored using the ESG indicators defined in the relevant section, applied in a simplified manner proportionate to the scale of the event.

Medium-sized events

Events with a moderate level of organisational complexity and impact, characterised by:

- an approximate number of participants ranging from 300 to 1,000–2,000 people;
- the involvement of multiple suppliers (4–10 main suppliers) and services (e.g. venue set-up, catering, communications);
- the need for logistical planning and structured management of visitor flows.

Required application (structured level)

For such events, a structured application of the guidelines is required, based on the integration of the key dimensions of sustainability into the event's planning and management.

In particular, the following areas of action should be addressed:

- integrated sustainability planning, including the definition of the event's environmental, social and economic objectives;
- organised supply chain management, incorporating ESG criteria into the selection and engagement of suppliers;
- management of flows and environmental impacts, with particular attention to waste, energy, mobility and consumption;
- structured communication and active stakeholder engagement throughout all phases of the event;
- integration of safety, prevention and resilience issues, in coordination with organisational and environmental aspects;
- data collection and analysis, aimed at monitoring and improving performance.

These aspects are monitored using the ESG indicators set out in the relevant section, applied comprehensively and in a manner consistent with the complexity of the event.

Large-scale events

Highly complex events with significant impact, characterised by:

- a large number of participants (over 1,000–2,000 people);
- spanning multiple days and/or venues;
- the use of temporary infrastructure and complex organisational chains (> 10 suppliers);
- significant environmental, social and economic impacts.

Required application (full level):

For such events, a full and advanced application of the guidelines is required, integrated into decision-making and operational processes.

In particular, the following should be ensured:

- systemic integration of sustainability into event design and management (comprehensive ESG approach);
- structured supply chain management, with qualified criteria and monitoring of supplier performance;
- advanced risk management, including climate, operational and safety & security risks (integrated safety & security);
- resilience and business continuity planning, including in relation to environmental and weather conditions;
- structured systems for communication and stakeholder engagement, including at institutional and international levels;
- monitoring, reporting and communication of results, including for the purposes of transparency and the positioning of the event;
- adoption of continuous improvement strategies, including with a view to replicability.

Monitoring is carried out through the comprehensive use of the ESG indicators defined in the dedicated section, using a systematic and documented approach.



Outdoor events

Events held in open-air venues, regardless of their size, require particular attention to be paid to managing the environmental and climatic conditions.

Required application (focus on resilience and security):

- prior assessment of climate and environmental risks (e.g. heat, rain, wind);
- integration of sustainability measures with safety and prevention plans;
- establishment of real-time communication systems (e.g. alerts, operational instructions);
- design of spaces considering exposure, vulnerability and flow management.

Relevant aspects are monitored using the ESG indicators set out in the document, with particular focus on climate and security issues.

MICE Events (Meetings, Incentives, Conferences and Exhibitions)

Conferences and business events predominantly held indoors are characterised by a strong emphasis on organisation, interpersonal relations, and communication.

Required measures (focus on organisation and digitalisation):

- integration of sustainability into organisational processes and service management;
- promotion of digitalisation and reduction in the use of physical materials;
- optimised management of participant flows and reception;
- structured communication consistent with ESG principles;
- focus on the sustainability of venues and services (catering, logistics, materials).

Monitoring is carried out using the ESG indicators set out in the document, applied according to the type of event.

Certified events

These guidelines are also fully applicable to events certified in accordance with UNI EN ISO 20121 or other sustainability standards, for which this document serves as:

- a reference consistent with regulatory requirements;
- an operational tool for sustainable planning and management;
- support for the implementation and continuous improvement of the management system.

Required application (integrated level):

- full implementation of the requirements set out in the document;
- integration with existing management systems;
- systematic use of tools for monitoring, verification and continuous improvement.

The monitoring system is based on the ESG indicators set out in the relevant section, including for the purposes of auditing and certification.

Principle of proportionality

The application of the guidelines should be guided by the principles of proportionality and gradualism, with a view to:

- ensuring accessibility even for small-scale events;
- avoid excessive organisational burdens;
- promote a progressive path towards improving sustainability performance in line with the principles of the UNI EN ISO 20121:2024 standard and with the objectives of promoting a culture of sustainability within the city’s events system.



7. Analysis of the event context

The organisation of the event involves a systematic assessment of the internal and external context through:

SWOT Analysis

- *strengths*: the presence of established infrastructure (conference centres, exhibition venues), organisational experience and a network of local stakeholders;
- *weaknesses*: high energy demand, logistical complexity or crowd management challenges;
- *opportunities*: development of innovative solutions (digital or hybrid events), access to sustainability funding, growing public interest in green events;
- *threats*: extreme weather conditions, regulatory changes, supply chain or transport issues.

PESTEL Analysis

- *political factors*: local sustainability policies, institutional support and government programmes;
- *economic factors*: energy costs, availability of resources and budgets, economic impacts on the local area;
- *social factors*: participants' expectations regarding inclusion, accessibility and safety;
- *technological factors*: use of digital platforms, data management systems and energy efficiency of infrastructure;
- *environmental factors*: climate risks (heat, heavy rain), availability of natural resources, environmental impacts of the event;
- *legal factors*: environmental regulations, safety requirements, the application of CAMs, and public procurement legislation.

These tools enable the identification of critical factors that may influence the achievement of sustainability objectives.



8. Materialy

Identification of material topics

The event organisers identify relevant sustainability issues through a structured materiality analysis process, aimed at identifying and prioritising the environmental, social and economic aspects that are most significant for both the event and its stakeholders.

The approach adopted is based on the principle of double materiality, considering both:

- materiality impact: The impacts generated by the event on the environment, society and the local economy;
- financial/external impacts: The risks and opportunities arising from the external context that may influence the running, operational continuity and success of the event.

From this perspective, the analysis considers the following, by way of example:

- environmental issues, such as greenhouse gas emissions generated by participants’ travel, energy consumption by infrastructure, waste management, and resource use;
- social issues, such as accessibility and inclusion of participants, working conditions within the supply chain, and the safety and well-being of those involved;
- economic issues, such as the impact on the local area, the involvement of local operators and the generation of value for the community.

It also considers relevant external factors, including:

- climate and environmental risks (e.g. heatwaves, heavy rainfall);
- regulatory developments (e.g. application of CAM events, safety requirements, ESG obligations);
- expectations of stakeholders and participants;
- opportunities for innovation, digitalisation and partnerships.

The analysis process engages key stakeholders, including suppliers, partners, institutions, the local community and the public, through tools such as consultations, questionnaires and document reviews. The aim is to gather information that is useful for assessing relevant issues.

The outcome of this process is a materiality matrix, which identifies strategic priorities and informs organisational decision-making. This avoids duplication with the existing indicator system and ensures consistency with ESG monitoring and the requirements of the UNI EN ISO 20121 standard.

Example of a materiality matrix

Relevant topic	Stakeholder relevance	Impact of the event	Priority	KPIs of reference	Correlated SDGs
GHG emissions (transport, energy)	High	High	High	CO ₂ e, energy KPIs	SDG 13 – Climate, SDG 7 – Energy
Accessibility and inclusion	High	Medium-high	High	Accessibility KPIs	SDG 10 – Reducing inequality, SDG 5 – Parity
Waste and materials management	Medium-high	High	High	Waste management KPIs	SDG 12 – Responsible consumption
Working conditions in the supply chain	High	Medium	High	Social KPIs	SDG 8 – Decent work, SDG 16 – Rights
Climate risk and resilience	Medium	High	High	Continuity KPIs	SDG 13 – Climate action, SDG 11 – Sustainable Cities
Stakeholder engagement	High	Medio	High	KPIs engagement	SDG 17 – Partnership
Innovation and digitalisation	Medium	Medio	Medium	Digital KPIs	SDG 9 – Innovation
Economic benefits for the local area	Medium	Medium-high	Medium	Economic KPIs	SDG 8 – Economic growth, SDG 11 – Sustainable cities



SDG Goals

The themes identified through the materiality analysis are linked to the Sustainable Development Goals (SDGs) of the 2030 Agenda. This ensures consistency between the event's strategies and global sustainability goals while facilitating communication and performance monitoring.

9. Climate

Climate change and resilience

In the context of the territory of Genova, which is characterised by particular geomorphological fragility and growing exposure to the effects of climate change, such as an increase in the frequency and intensity of extreme weather events, hydrogeological risk, heatwaves, and environmental stress, the organisation of events plays a strategic role in providing a framework for the integration of mitigation and adaptation measures. This is in line with the guidelines set out by the SECAP (Sustainable Energy and Climate Action Plan), the Genova 2050 Action Plan, and the Genova Lighthouse Strategy.

As complex, temporary systems located in specific environments, events require careful planning that considers the characteristics of the host environment, such as exposure, vulnerability, and risk factors, as well as the expected climatic and environmental conditions. From this perspective, the adoption of prevention and adaptation measures is an integral part of design and the quality of the organization. Examples of such measures include heat stress management, planning for adverse weather events and the use of resilient infrastructure solutions.

These measures complement the safety and security tools provided, helping to ensure the protection of people and business continuity, as well as effective emergency management. The approach adopted in this context is in line with the principles of the UNI EN ISO 20121:2024 standard. This standard provides for the systematic integration of risks and opportunities into the event planning and management process. It favours solutions that can adapt to the context and improve sustainability performance over time.

In line with the principles of sustainability and urban resilience, this document identifies and incorporates measures aimed at:

- reducing greenhouse gas emissions through organisational, logistical and technological choices with a low environmental impact;
- preventing and managing heat stress and risks associated with extreme weather events, ensuring the safety of participants, staff and the public;
- ensure the operational continuity of events, even in the face of adverse weather conditions, through flexible organisational solutions and appropriate contingency plans;
- strengthen the adaptability of the event system, favouring resilient design solutions that are integrated with the urban and environmental context.

For a reference guide to the local context, please refer to:

- Annex I – Scenarios and impacts in the Genoese area;
- the Action Plan for a Lighthouse City, available on request at climatapt@comune.genova.it or downloadable at this link: https://www.investingenova.com/sites/default/files/archivio/download/ActionPlan_Eng.pdf;
- the SECAP (Sustainable Energy and Climate Action Plan) of the Municipality of Genova.



SDG targets

This chapter contributes to the achievement of the Sustainable Development Goals (SDGs) set out in the 2030 Agenda, particularly **SDG 13 (Climate action)**, by encouraging activities that mitigate environmental impacts and strengthen resilience to climate-related risks. In terms of urban resilience, it also contributes to **SDG 11 (Sustainable cities and communities)**.

KPIs

Climate mitigation and adaptation indicators are integrated into the event’s ESG monitoring system and described in the section on sustainability indicators. In particular, the following indicators are used for monitoring purposes:

- greenhouse gas emissions (CO₂e);
- energy consumption and the proportion of renewable energy;
- existence of climate risk management plans;
- business continuity in adverse weather conditions.

10. Human rights and inclusion

Human rights and inclusion

In accordance with international principles and the administration’s strategic guidelines, the City of Genova promotes respect for and the protection of human rights, ensuring the adoption of ethical, inclusive and responsible practices.

Therefore, it is desirable that organisers and all those involved in the management of events pursue the following objectives:

- to ensure fair and dignified working conditions in compliance with current legislation, national collective labour agreements (CCNL) and health and safety principles;
- to ensure fair and decent working conditions in compliance with current legislation, national collective labour agreements (CCNL) and health and safety principles, and to combat all forms of irregular employment, exploitation and discrimination;
- to ensure universal accessibility to events, we must focus on removing physical, sensory and communication barriers. This will promote the full participation of all people, including those with disabilities;
- to promote social inclusion and celebrate diversity, encouraging the participation of all community members, particularly vulnerable groups, and promoting equal opportunities;
- to ensure the protection of minors and prevent all forms of exploitation, abuse or exposure to inappropriate content, while guaranteeing safe and appropriate conditions for participation;
- to encourage ethical, transparent and socially responsible behaviour throughout the event’s organisational chain, from suppliers to partners and stakeholders.

These principles should inform decision-making processes, supplier selection criteria, and event planning and delivery, thereby helping to generate positive and lasting social value for the local area.

These principles are incorporated into the event sustainability management system to comply with the UNI EN ISO 20121:2024 standard, with reference to the following requirements:

- organisational context (ISO 20121, §4): identification and analysis of relevant social aspects, including human rights, working conditions, and stakeholder engagement;
- leadership and commitment (ISO 20121, §5): the organisation’s commitment to promoting sustainable policies that respect human rights and ethical principles;
- planning and identification of relevant issues (ISO 20121 – §6) and assessment of the risks and opportunities associated with:
 - working conditions;
 - accessibility;
 - social inclusion;
 - child protection;
- operational management and supply chain (ISO 20121 – §8) involves integrating social responsibility principles into the selection and management of suppliers, partners and stakeholders, ensuring:
 - compliance with employment contracts and applicable regulations;
 - fair and safe conditions;
 - prevention of discrimination and exploitation;
- communication and transparency (ISO 20121, §7): clear and verifiable communication of policies and actions relating to human rights and inclusion;
- monitoring, evaluation and improvement (ISO 20121 – §9 e §10): defining indicators and monitoring tools to track compliance with human rights and encourage ongoing development.

This includes materiality analyses, which are used to assess the environmental impact of materials.



SDG targets

This chapter contributes to achieving the Sustainable Development Goals set out in the 2030 Agenda, particularly **SDG 5 (Gender equality)**, **SDG 10 (Reduced inequalities)** and **SDG 16 (Peace, justice and strong institutions)**.

KPIs

The event’s ESG monitoring system integrates human rights and inclusion issues, assessing them using social KPIs (S). Particular focus is given to working conditions, accessibility, inclusion and supply chain responsibility.

11. A model for the sustainable management of events

Given the nature of the document and based on our experience, it is suggested that an organisational model designed to manage one or more sustainable events be used, with targets and objectives being met through a virtuous and modular process that covers the various stages: planning, implementation, monitoring and reporting.

The proposed model includes the following key components:

- technical supervision and coordination are entrusted to a senior expert;
- an operational support team is comprised of at least one expert and one junior expert.

NOTE: If the event is organised by the local council, it will be necessary to appoint a person to liaise – even informally – with the Sustainability Manager of the City of Genova, supported by a team to assist with the tasks to be carried out.

The proposed technical supervisor will be responsible for the following:

- establishing and maintaining dialogue with other public bodies and private entities, both directly and indirectly, involved in organising the event;
- ensuring the coordination of all operational phases involved in organising the event;
- coordinating the operational support team.

The operational support team will be responsible for the following tasks:

- assess the impacts attributable to the event;
- define specific objectives and targets;
- liaise with the other departments involved throughout the event lifecycle;
- organise the supply chain with a view to sustainability, incorporating parameters consistent with the adopted principles and policy, and distribute these to the relevant departments;
- draft operational plans and verify their correct implementation (only in the case of a certified event);
- monitor the event's performance through data collection;
- validate the processes for procuring goods and services and securing sponsorship, solely in the context of sustainability;
- produce reports useful to stakeholders.

The technical supervisory team may also include an administrative assistant. If required, volunteers may also be involved in various capacities during the event. Furthermore, a transversal dialogue must be established with all other departments and entities involved in organising and delivering the event. These include the administrative department responsible for procuring goods, services and sponsorship, the communications department, the safety and security staff, and, where applicable, the department or offices responsible for engaging with the voluntary and community sector. This could easily be achieved by sharing the technical content of this document.

If the event involves volunteers, it would be preferable to recruit them from NGOs, associations, and companies committed to environmental, economic, and social sustainability. Any activities carried out by volunteers must comply with current national regulations. If volunteers are provided with kits, the products must comply with sustainable merchandising regulations. Wherever possible, recycled, reusable and durable materials should be used.

NOTE: If the event is organised by or in collaboration with the City of Genoa, staff responsible for the organisation's volunteer register will be considered for involvement, with a view to potentially engaging these volunteers.



12. Supply chain

Event organisers recognise the strategic importance of supply chain management in ensuring the overall sustainability of an event and take a responsible and structured approach to it.

The selection of suppliers is based on ESG (environmental, social and governance) criteria, with priority given to businesses that can demonstrate:

- the adoption of environmental management systems (e.g. ISO 14001, EMAS) or equivalent;
- compliance with the principles of social responsibility and workers' rights, including the application of collective agreements and current labour and safety regulations;
- the use of materials and services with a reduced environmental impact, in accordance with the applicable Minimum Environmental Criteria (CAM);
- the adoption of circular economy practices, such as reuse, recyclability, waste reduction and resource optimisation;
- the ability to ensure traceability and transparency throughout the supply chain.

Particular attention is paid to promoting the short supply chain by engaging with local suppliers. This reduces transport-related environmental impacts, supports the local economy and strengthens ties with the local community:

- selected suppliers are subject to periodic monitoring based on the ESG indicators defined in the document, which makes it possible to verify compliance with the required criteria;
- the maintenance of environmental and social performances;
- compliance with contractual commitments and applicable regulations.

Any critical issues or non-compliance along the supply chain are also identified.

The organisation also promotes a collaborative approach with suppliers to achieve continuous improvement, disseminate best practices and develop innovative, sustainability-focused solutions.

This approach is in line with the principles of the UNI EN ISO 20121:2024 standard, which states that sustainability must be integrated into the operational management and supply chain of an event. It also aligns with guidelines on sustainable public procurement and social responsibility.



13. Communication

Communication and stakeholder engagement

A structured strategy for communication and stakeholder engagement should be adopted for every event, regardless of whether certification is sought or required. The aim of this strategy should be to promote sustainability and encourage responsible behaviour among all those involved.

The aim of this communication, which should run through all stages of the event (pre-event, during event and post-event), is to:

- set out the event's sustainability objectives, for example through:
 - information materials (website, programme, app) highlighting the planned environmental and social initiatives;
 - statements of commitment to sustainability from the organisers.
- guide participants' behaviour through concrete actions such as:
 - signage dedicated to waste sorting with clear instructions;
 - communications on sustainable mobility (e.g. encouraging the use of public transport or dedicated shuttle buses);
 - messages on waste reduction (e.g. use of reusable water bottles, reduction of single-use plastics).
- ensure the transparency and verifiability of information, avoiding greenwashing practices, for example:
 - providing summary data on impacts (e.g. waste collected, recycling rate);
 - publishing post-event reports or summaries.
- promoting best practices and results achieved, including through:
 - social media campaigns and storytelling;
 - public feedback sessions or institutional communications.

Stakeholder engagement should be actively promoted, including:

- suppliers, through guidelines and requirements communicated during the selection process;
- partners and sponsors, by encouraging alignment with the event's sustainability principles;
- participants and the public, through engagement tools (e.g. surveys, digital feedback, interactive sessions);
- the local community and institutions, through information and consultation processes.

The target audience and type of event should shape the choice of channels and tools, which could include:

- digital platforms (websites, apps, social media);
- physical and digital signage;
- accessible information materials (including multilingual or inclusive materials);
- opportunities for direct communication (e.g. briefings, presentations, outreach activities).

Particular attention should be paid to the following:

- the accessibility and inclusivity of the content (e.g. use of plain language and provision of tools for people with disabilities);
- consistency between communication and actual actions;
- integration with event safety and management plans, particularly with regard to communications regarding emergencies or environmental conditions.



SDG targets

Effective communication and stakeholder engagement align with the **objectives of the 2030 Agenda**, particularly **SDG 12 (Responsible consumption)**, **SDG 13 (Climate action)** and **SDG 17 (Partnerships for the goals)**. These objectives should be monitored using the ESG indicators already defined in the document (e.g. level of participation, satisfaction rate, and digital engagement), in order to facilitate continuous improvement. This approach aligns with the principles of the UNI EN ISO 20121:2024 standard, which recognises communication and stakeholder engagement as pivotal components of sustainable event management.

14. Change management

Change management

To ensure the continuity of sustainability objectives and consistency with the original plan, as well as the ability to respond to any changes that may arise during the event's lifecycle, event organisers adopt a structured approach to change management.

Any significant organisational, operational, environmental or logistical changes should be managed through a formalised process. This process enables the organisers to:

- assess the impact of changes on the environmental, social and economic aspects of the event;
- ensure consistency with the sustainability objectives defined during the planning phase;
- prevent or mitigate any adverse effects on safety, the environment, stakeholders and business continuity;
- ensure the traceability of decisions and actions taken.

Significant changes may include, for example:

- changes to the venue or layout of the event;
- changes to suppliers or services (e.g. catering, staging, transport);
- changes in weather or environmental conditions;
- regulatory updates or authorisation requirements;
- significant changes in the number or profile of participants.

The change management process should include:

- a preliminary assessment of the risks and opportunities associated with the change;
- the involvement of relevant organisational roles (e.g. event manager, safety officer, sustainability officer);
- any necessary updates to operational planning and sustainability measures;
- timely communication to the relevant stakeholders;
- the recording of changes for the purposes of monitoring and continuous improvement.

Particular attention should be paid to changes that may affect:

- the safety and security of people;
- climate risks and environmental conditions;
- significant environmental impacts (energy, waste, transport);
- the quality of services and accessibility of the event.

Changes and their effects are monitored using the ESG indicators set out in the relevant section. These indicators are not repeated in this chapter.

Taking a structured approach to change management helps to ensure consistent planning and implementation of events over time. This strengthens the resilience of the organisational system and helps to ensure that sustainability objectives are met, even in the face of changing circumstances.



AREAS OF APPLICATIONS

- Supply of resources or procurement goods
- Specifics and focus areas
- Venues for the event
- Flooring and fitting out of the areas
- Canopies/shading devices and comfort systems for elevated temperatures
- Digital infrastucture



15. Supply of resources or procurement goods

Food and beverage

To simplify and optimise the procurement of goods and/or food supplies, we propose incorporating sustainability criteria into contracts for catering services and event supplies provided to staff, guests and the general public.

The table below summarises the targets to be met and the type of service required for catering for staff and guests, and for supplying food and drink to the public. All service providers and technical sponsors involved should contribute to these targets and ensure the provenance of their food and service-related items.

Description	Target
Adoption of a vegan approach and use of sustainable proteins	70% operators/sponsors
A variety of fresh, healthy food options will be available in the guest catering facilities and public refreshment areas at the event venue and associated events. These options will include vegan, gluten-free, chemical-free and lactose-free products and dishes	100%
Eggs from sustainable farms (either free-range or barn-raised)	100%
Fresh produce should be sourced either locally or organically	70%
Food waste	< 5%
All fish and seafood served or sold at the event venue and associated events must come from a verifiable, sustainable supply chain and be sourced from sustainable fishing practices	90%
Elimination of single-use plastics (including in accordance with Legislative Decree 196/2021) in the food and beverage sector is essential	100%

Description	Target
Eco-friendly and durable compostable tableware	100%
Reusable tableware should be available	At least 50%
The plastic wrappers or plastic liners inside the bags must be removed along with the coffee pods and tea bags	70%
Local, fair-trade and/or organic suppliers and/or retailers should be used to provide coffee, tea and other hot drinks that are then sold or served	100%
Disposable tissue paper napkins should bear either the EU Ecolabel or an equivalent environmental label that complies with ISO 14024. Alternatively, they should bear a label from the Forest Stewardship Council (FSC) or the Programme for the Endorsement of Forest Certification (PEFC), such as FSC, FSC Recycled or PEFC, PEFC Recycled	100 %

Furthermore, we expressly request the following:

- **to provide catering that is two-thirds vegetarian;**
- **to give specific preference to local products** or those from certified and ethical short supply chains;
- **to respect the cultural differences** of guests, staff and the public when putting together the food and drink offering;
- **to provide adequate information on allergens** and ensure proper communication in this regard;
- **to exclude products** with any potential to transmit toxicity;
- **to exclude plastic options in food service items** in accordance with the provisions of Legislative Decree No. 196 of 8 November 2021, “Implementation of Directive (EU) 2019/904 of the European Parliament and of the Council of 5 June 2019 on the reduction of the impact of certain plastic products on the environment’. (21G00210)”;
- **for tableware, bowls and distribution materials**, give preference to eco-friendly and sustainable products that are durable and do not involve production chains with a high greenhouse gas emissions impact. Where possible, prioritise products with high and total recyclability at the end of their life;
- **to minimise product packaging** anche in doggy bags, exclude bags made from non-recycled and/or non-fully recyclable materials, and prioritise reusable shopping bags that can be branded, for example in shops;



- **kitchen waste should be collected separately** according to material type (hard plastics, film, metals, glass, oil and cardboard boxes). Food preparation waste should be collected in separate wet/dry bins;
- **dining rooms should have designated wet and dry bins for scraping plates into;**
- **strict adherence to on-site waste sorting is required**, including flattening boxes and collecting plastic film and soft plastics separately;
- **provide for the donation of unserved food** or food nearing its expiry date to non-profit organisations or entities indicated in Article 13 of Law 166 of 2016, which distribute food products for charitable purposes. This distribution must be managed in such a way as to prevent the growth and contamination by pathogenic microorganisms until the moment of consumption. This will support the fight against food waste.

In particular, please ensure that any dietary requirements communicated by teams, crews or participants taking part in the event are met, and that appropriate menus are planned.

NOTE: For events certified in accordance with UNI ISO 20121:2024, operational procedures will be set out in the relevant document, the circular resource procurement and management plan, which covers issues relating to water, food and drink, and waste.

This document or plan will serve as an operational and management tool containing activity reports and relevant data, as set out in the Sustainability Plan. To measure the CO₂ impact, catering and/ or food and beverage service providers should distinguish between different groups of people who receive meals, such as teams, crews, active event participants, staff, volunteers, guests at closed-door events and the general public. Further accounting and/or reporting concerns include: The number and type of menus/meals served/distributed.

Specifics and focus areas

Food

Particular attention should be paid to designing menus that reflect the local food and wine heritage, informed by an intercultural perspective. These menus should emphasise the organoleptic characteristics of the local produce available, which is sourced from typical local resources.

In particular, the following should be emphasised:

- fruit and vegetables, cereals and pulses should be as fresh as possible;
- seasonal, locally sourced and organic produce should be used wherever possible;
- processed, tinned, frozen and packaged foods should be avoided. If this is not possible, they should be kept to a minimum in menu choices and catering services for the public;
- organic food should come from certified sources. However, if there are no certified local options available, it is better to offer fresh, chemical-free, sustainably grown produce than to import organic produce, as this incurs high transport costs and therefore has an unsustainable impact in terms of greenhouse GHG emissions.

Thematic focus on meat, poultry, eggs, dairy products and fish

- meat and poultry products should come from sources that meet recognised animal welfare standards. They should also come from non-intensive farms where animals are fed forage and feed produced using sustainable agricultural practices;
- in accordance with the Minimum Environmental Criteria for the award of contract catering services, any cured meats served should be free from polyphosphates and monosodium glutamate (E621);
- eggs should come from farms that practice sustainable farming methods. The hens should be free-range or have access to outdoor areas where they can scratch around;
- dairy products should be of a high quality, ideally PDO or PGI labelled, and locally sourced wherever possible. They should also be organic or come from a verified, sustainable supply chain, ideally short;
- at least 90% of all seafood sold or served should come from sustainable fisheries.



Drinks

- given the essential nature of this resource, natural drinking water should be freely accessible and readily available via drinking fountains. Water intended for consumption must comply with the chemical and physio-chemical characteristics set out in Legislative Decree No. 31 of 2001. Where necessary, it should undergo microfiltration using equipment that complies with the Ministry of Health's Decree No. 25 of 7 February 2012 and Regulation (EC) No. 852/2004;
- it would be preferable to provide drinking water refill points for the general public and, where possible, in areas designated for staff (offices and temporary facilities);
- it would be preferable if none of the water bottles were made of single-use plastic;
- given the water requirements for services and activities, please note that catering establishments may only provide prepackaged products in cans or cartons to supplement the water they provide to customers. These products must be certified, and the supply chain and material source must be as short as possible;
- all coffee, tea and other hot or cold drinks served or sold must be sourced from local suppliers and/or retailers, or from certified fair trade or organic sources;
- all other drinks should be served on tap or in highly recyclable glass or metal containers. Tetra Pak cartons may also be used, as these are collected separately in the City of Genoa's paper and cardboard stream;
- choose beverage suppliers that adopt sustainability policies and whose products are verified as sustainable. This should include information on preservatives and sugar content;
- the use and distribution of chilled drinks is encouraged, particularly those from local and organic brands, where available. This applies in particular to wine and beer.

Packaging, Tableware

Catering tableware: plates, bowls, cutlery, cups

- 100% elimination of single-use plastic from the catering service;
- in general, sustainable events do not involve the distribution of water or other beverages in single-use plastic packaging to staff, guests or the public. This is a mandatory requirement for events certified to the UNI ISO 20121:2024 standard and/or bearing the 'Plastic Free' label. A tailored strategy for engaging with catering suppliers is advisable, particularly with regard to the general public;
- at least 50% of beverages should be served in reusable cups and glasses. This target is achievable for both staff and guest catering;
- the catering service uses reusable plates and bowls for at least half of its tableware. This target can be achieved for both staff and guest catering;
- 100% of disposable tableware is compostable, which is a target that can be achieved by both the public and staff.

Reusable + washable

- the most sustainable option is, of course, washable and reusable tableware, which is an important consideration in the fight against food waste;
- public cafés are advised to think about introducing a reusable system on site that should include a deposit/refund scheme for cups;
- to drastically reduce the number of disposable items used, consider hiring plates, bowls, and cutlery, as well as setting up washing facilities on or off site;
- when choosing between disposable items that are washable and/or compostable, the balance between materials and electricity should be considered in the context of the event's location and its environmental impact.

Disposable

- single-use plastic items should not be used by food retailers, catering businesses, delivery partners or sponsors;
- if disposable containers, plates, cups and cutlery are used, compostable or recyclable options must be purchased to avoid plastic. Users must be clearly informed so that these items are placed in the correct bin for disposal.

Glasses and mugs

- disposable plastic cups should not be used;
- disposable paper cups, particularly coffee cups, are usually made of cardboard lined with plastic on the inside. Alternatives include cups made from cardboard or sugarcane fibre. If composting or recycling facilities accept them, only a PLA (cornstarch) lining is permitted.

Other items

Items that may be made of single-use plastic

- single-serve plastic or multi-material sachets containing sauces, sugars, butters and condiments should be replaced with glass containers or bulk dispensers (a mandatory requirement for events certified to the UNI ISO 20121:2024 standard);
- plastic coffee stirrers should be replaced with reusable spoons or wooden stirrers;
- plastic cutlery and chopsticks should be replaced with washable wooden alternatives, or compostable ones. Avoid cutlery made from PLA (cornstarch) unless it has been properly treated and can be disposed of locally. Cutlery and chopsticks should not be placed in plastic bags;
- plastic straws should be avoided and replaced with wooden or compostable alternatives;
- where possible, lids for food and drink containers should be avoided. If they are provided, PLA lids are acceptable, provided they are treated and disposed of properly and locally.

Transparent film and soft plastic

- soft plastic is used in the catering industry for wrapping palletised deliveries and crates of drinks, and for covering food in the kitchen;
- disposable plastic carrier bags may also be used in catering operations;
- although many soft plastics are unavoidable, every effort should be made to avoid using them wherever possible. This includes using reusable containers, beeswax wraps or sheets, and transparent biodegradable film for cooking;
- for takeaway, we recommend using bags made of fabric or reusable materials.

16. Venues for the event

All event facilities, whether open-air or enclosed and located in temporary or permanent structures, such as toilets, kitchens, offices, storage rooms and stands, should comply with high sustainability standards.

This applies to facilities used by staff, guests, sponsors and the general public alike, and includes stock items and everyday items such as stationery (e.g. printer paper, office paper, pens, markers, notebooks and notepads) and other tools (e.g. scissors, adhesive tape, staplers, hand cleansers, disposable toilet seat covers, toilet rolls and brochures). Moreover, certain precautions should be taken, such as:

- ensure that eco-labelled, non-polluting products are used. These products should be free from harmful chemicals, phosphate-free and 100% biodegradable. Particular attention must be paid to safeguarding aquatic life and complying with the UNI EN ISO 14024 standard;
- for paper, it must be certified as recycled and, preferably, FSC/PEFC certified. This guarantees that the product comes from responsibly and sustainably managed forests, ensuring environmental, social and economic benefits. It should also be chlorine-free bleached. In any case, printing should be kept to a minimum;
- the possession of FSC certification is an essential requirement for on-hand materials, including leaflets, brochures and roll-ups;
- when choosing a printer, opt for a multifunction model that uses eco-friendly printing technology;
- when purchasing stationery, ensure that it meets the minimum environmental criteria.

In addition, the following should be observed in these premises:

- the provision of an adequate number of bins for the separate collection of waste;
- proper cleaning and disinfection in accordance with standard hygiene guidelines for such spaces.



17. Flooring and fitting out of the areas

Where bespoke structures and flooring are required, such as for stands, stages, temporary platforms, walkways or carpets, it is recommended that materials from sustainable supply chains are used. This includes recycled materials where possible, except for any staging equipment supplied by the organisers.

The following should also be observed in these premises:

- for horizontal floor structures such as stands, stages, temporary platforms, walkways and carpets, materials of organic origin are recommended. Examples include wood, recycled safety flooring and recyclable carpets;
- waterproof canopies that do not contain plastic are recommended for roofing structures;
- when erecting structures, care should be taken to minimise the use of plastic cable ties for fastening and favour rope, cotton or elastic elements made from natural rubber instead. This is a mandatory requirement for ISO 20121:2024 certified events;
- for elements used as counterweights, plastic should not be used. If they are filled, the filling material should be sustainable and not have any impact during dismantling. There should also be an appropriate waste management plan in place;
- aluminium is the best material for structures that must be made of metal. PVC and plastic should be avoided.

All materials should be renewable, biocompatible, recycled or recyclable. Evidence of the origin of the recycled content or by-products should be provided, as well as evidence of their disassembly and easy recovery properties and their specific performance characteristics.

The operational support team usually reviews the list of all materials to be purchased. This ensures that the end-of-life of the products is circular and sustainable. For ISO 20121:2024 certified events, certificates from suppliers or users must be provided during audits.

The requirements for sustainable events with regard to the materials used in temporary installations are outlined below:

Wood and wood-based panels

- ensure that they hold a supply chain certification that traces the origin of the product and guarantees that no hazardous substances are used in the production process. Examples of such certifications include:
 - FSC (Forest Stewardship Council);
 - PEFC (Pan European Forest Certification Scheme);
 - Eco Label.

Metals

- the most commonly used materials in furniture production are iron, steel and aluminium². Environmental pollution and the emission of heavy metals are two potential impacts of the production process. To avoid these impacts, it is advisable to choose furniture that is made entirely of wood or contains recycled metals.

2. As part of the ecological transition, given that aluminium production is energy-intensive, assess the feasibility of incorporating recycled aluminium in terms of structures. This would enable energy savings of 95 per cent compared with the production of primary aluminium (see website: <https://www.cial.it/riciclo-alluminio/valutazioni-energetiche>). Consider other materials such as steel, which emit less CO₂ during production than primary aluminium. (See website: <https://www.cial.it/riciclo-alluminio/valutazioni-energetiche>)



Fabrics and leather

- use fabrics that are certified under a recognised environmental labelling scheme, such as the EU Ecolabel, Blauer Engel (Blue Angel) or the Nordic Swan. These schemes regulate production and prohibit the use of hazardous substances.

Padding, glues and adhesives

- use low-impact, non-acrylic, non-polluting products.

Furniture assembly (set up / dismantling)

- furniture assembly often involves the use of hazardous, highly polluting substances, such as polyurethane and latex foams, adhesives, solvents, and surface treatment products. To minimise sources of pollution, care should be taken when selecting materials – preferably certified ones – for the furniture. Examples of suitable upholstery materials include jute, natural latex, cotton and Oeko-Tex-certified plant-based foams.

18. Canopies/shading devices and comfort systems for elevated temperatures

Depending on when events are held in open-air venues, attendees, staff and guests may experience either high temperatures and prolonged sun exposure or heavy rainfall, which may cause discomfort during the event or while in the venue area. The same applies to designated entertainment and waiting areas located at the entrance to any indoor venue.

To improve comfort and sustainability when moving through these areas, sufficient canopies, shelters and temperature-regulating systems should be installed in key locations such as rest areas, food and drink zones, event stages and major transport hubs:

- when using shading systems, it is recommended that they are manufactured using sustainable production processes and/or made from reclaimed and/or recycled materials;
- bioclimatic coverings are also recommended as they provide ideal ventilation and lighting conditions by harnessing elements already present in the natural environment, primarily the sun and wind;
- mist systems are recommended to provide comfort during this period of high temperatures;
- we also recommend using green infrastructure in the form of removable pots that can be replanted in other areas. Favour shrubs, native plants or herbaceous plants that absorb climate-altering substances well.

19. Digital infrastructure

In terms of the digital equipment used for the event, it is essential that its components and power supply meet certain sustainability criteria. Measures such as the following will suffice:

Optimise the IT infrastructure, namely:

- use energy-efficient hardware, such as Energy Star-certified servers and workstations, low-power devices and virtualisation systems, to reduce electricity consumption and the environmental impact of the digital infrastructure throughout all stages of the event;
- make sure that the devices you use are made from recyclable materials and are easy to take apart;
- use eco-labelled inks for printer toner and cartridges;
- you can extend the lifespan of IT equipment by carrying out regular maintenance and targeted hardware upgrades. For example, you could replace RAM or hard drives with more efficient SSDs and reinstall the operating system. This will help you avoid completely replacing devices and reduce the amount of electronic waste generated;
- cut the amount of paper and other materials used in the office by 75%;
- virtualise certain services to enable the management of user traffic without the need to increase the number of servers in use;
- use smart cooling systems for IT infrastructure, such as free cooling in data centres, temperature sensors and automatic airflow control, to optimise energy consumption and reduce the overall energy required to maintain equipment - particularly highly sensitive devices and materials.

Ensure that the energy used to power the systems comes from on-site or off-site renewable sources, either on-site or off-site, with storage and backup systems capable of meeting peak demand (supply contracts).



PROVISION OF SERVICES

Suppliers are selected based on Environmental, Social and Governance (ESG) criteria, and are subject to regular monitoring.

- Energy, supply chain e storage
- Stationary energy storage technologies
- Water management
- Waste prevention e circular management
- Cleaning of the premises



20. Energy, supply chain e storage

Recommendations for energy supply

Some events require the installation of temporary structures, which are primarily powered by electricity and/or gas. Examples include catering facilities, such as kitchens, and media facilities. Depending on the venue, the organisers' requirements, the event's needs or the local authority's and stakeholders' intentions, it may be necessary to provide a network of charging points for various purposes. These could include powering boats during maritime-related events or charging electric service vehicles during sponsorship or themed events, including those held during dedicated European or international weeks.

If the nature, duration or chosen location of an event requires a temporary special lighting system for evening activities (e.g. entertainment, arrival of boats and regatta crews), this system should comply with specific sustainability requirements.

Therefore, the sustainability requirements focus on components, the power supply for the distribution network and the life cycle and end-of-life of the plant (LCA):

- whether newly constructed or existing, temporary sites should demonstrate that they are powered by renewable energy. This can be achieved by installing solar panels where possible, or by procuring certified green energy through a green public procurement service or technical sponsorship by GSE (Gestore dei Servizi Energetici). GSE issues GO (Guarantee of Origin) certificates from IGO-qualified plants in accordance with Directive 2009/28/EC.

Depending on the size and type of event, as well as the venue (i.e. whether it is outdoor, indoor, or a combination of both), the supply must be consistent with the estimated energy requirements. These requirements should be broken down according to the temporary structures used for activities, such as pavilions, stands, food and beverage areas, stage areas, entertainment areas, and temporary site lighting. The same applies to the premises and equipment used by staff. The supply must meet standard demand and account for load flows, as well as responding to peak consumption resulting from the event itself, activities in the various pavilions, visual entertainment elements for communication purposes and the power supply for IT devices.

NOTE: For certification to UNI ISO 20121:2024, these requirements are mandatory for the sustainable management of the event. Monitoring of the actions taken will be included in the energy procurement plan.

Stationary energy storage technologies

When drawing up an energy supply estimate, it will be necessary to assess whether to incorporate Electrical Energy Storage Systems (EESS). If so, the choice of components must be tailored to the event's requirements. These can range from stationary devices that store and redistribute energy in its original form, to components that operate via conversion. Examples include traditional systems, fuel cells and flow batteries.

Regardless of the operational choice, sustainability requirements focus on components and the replenishment of energy storage elements. In summary, these should:

- be designed to ensure a high-performance LCA through the use of sustainable materials, durability, energy efficiency and the potential for reuse and recycling throughout their entire life cycle;
- be fully recyclable (i.e., over 80%), contain no pollutants, and ensure maximum recovery (85%) and the disposal of a minimum portion (15%) of such materials;
- provide safety systems for any batteries operating at elevated temperatures (almost non-existent in Italy);
- include an on-site spill prevention system (e.g. chemical leak containment);
- be compact in size, if possible;
- be equipped with systems or operational guarantees that consider the thermal stress caused by external temperatures;
- have charge/discharge energy efficiency (%) consistent with the event's requirements;
- have an input power supply from a renewable source;
- have a specific power output (W/kg) per unit of weight;
- have a storage system that is consistent with the requirements of the event venue and temporary facilities.

21. Water management

As discussed in greater detail in the more technical sections, water management must be considered across various sectors and applications. In summary, it is important to distinguish between drinking water used for consumption by event attendees and staff, and water used for service purposes. The following measures will be carefully assessed by the staff responsible for ensuring the event is sustainable and has a low environmental impact.

The purpose of the service is food preparation and presentation

- reduce the use of drinking water for service purposes;
- where possible, use non-potable water for cleaning, sanitary systems, service areas and boat washing, and implement collection and reuse systems where applicable;
- weights used for stands should not be made of plastic or concrete but should instead be filled with non-potable water (preferably seawater) and secured with non-plastic rope.

NOTE: For events certified in accordance with UNI ISO 20121:2024, the operational procedures will be set out in the relevant document or circular resource procurement and management plan which covers issues relating to water, food and drink, and waste. As set out in the planning document or sustainability plan, this document will take the form of operational management instructions, including activity reporting and relevant data.

22. Waste prevention e circular management

Service requirements

Arrangements for providing recycling bins must be made with the service operator. Educational stations should be set up to increase recycling rates and prevent waste at the event venue. Coordination with other areas of the city hosting similar events during the same period is also necessary.

The required bins will be of various types:

- small traditional bins for separate waste collection, which are removable, to be placed in the staff's dedicated stations;
- as agreed, small traditional bins for separate waste collection will be placed in indoor staff and hospitality areas, outdoor staff areas, and near stands for setting up and dismantling the event venue;
- there will be a system for weighing and measuring the impact of wooden pallets, plastic soft packaging, cardboard packaging and various other recyclable materials, as well as non-recyclable waste.

23. Cleaning of the premises

Waste generation is a key issue in event sustainability. The following guidelines and recommendations have been summarised to ensure that service standards are met. However, these must be assessed depending on whether the event is certified through an ISO 20121:2024 audit or simply aims to demonstrate a commitment to sustainability:

- in order to reduce plastic waste, it is important to clearly state that the event is plastic-free;
- participants, guests and members of the public should be encouraged to dispose of any plastic items they have with them at the entrance to the venue or in indoor areas where events or hospitality experiences are taking place;
- dedicated bins and/or waste compactors could be provided for this purpose, such as those developed for the Plastipremia project. Moreover, the following should also be observed:
 - ◇ ensure that suppliers comply with the criteria set out in this document to discourage them from distributing plastic materials;
 - ◇ place a sufficient number of recycling bins³ in in public areas for the separate collection of waste . These will be situated in areas where people tend to gather and in other strategic locations;
 - ◇ they should be easily accessible for emptying, clearly distinguishable and branded for the event;
 - ◇ they should also feature state-of-the-art, non-plastic bins;
 - ◇ they should have more bins for collecting organic or compostable waste, as well as adequate bins for glass, paper, and cardboard and packaging;
- always ensure there are enough recycling bins for different types of waste at the event venue. Place them near the stands and prioritise paper, glass and organic waste (the recommended ratio is 2:2:1);
- place an adequate number of waste collection bins in the food and beverage area. Prioritise organic waste, glass, paper and non-recyclable dry waste in a ratio of 3:2:2:1. Include promotional materials to encourage sustainable behaviour;
- for the collection of materials and waste from indoor venues and offices, bins for separate collection should be provided, prioritising organic waste, glass, paper and non-recyclable dry waste in a ratio of 2:2:2:1).

NOTE: For events certified in accordance with UNI ISO 20121:2024, the operational procedures will be set out in the relevant document, circular resource procurement and management plan, which covers issues relating to water, food and drink, and waste. As set out in the planning document or sustainability plan, this document will take the form of operational management instructions, including activity reporting and relevant data.

Cleaning services and products used in kitchens, on catering tables and in sanitary facilities in guest and public areas, as well as staff areas, should comply with sustainable environmental standards regarding detergent use. Non-polluting EU Eco-Labelled products should be used wherever possible, such as chemical-free, phosphate-free, 100% biodegradable detergents that are particularly non-toxic to aquatic life. Compliance with the UNI EN ISO 14024 standard should also be ensured.

All equipment and any machinery should be powered by mains electricity or batteries. Cleaning textiles should be reusable and made of microfibre with a dTex rating of 1 or less, preferably.

Trolleys should have containers and bins made from at least 50% recycled plastic, in different colours depending on their intended use.

Tissue paper products must bear Type I environmental labels that comply with the UNI EN ISO 14024 standard. Examples of such labels include the EU Ecolabel and equivalent labels. Alternatively, the products must be made from cellulose pulp sourced from chains of sustainable forest management, with certifications such as PEFC™ (including recycled content), FSC® or equivalent. Alternatively, the products must contain certified recycled content, as indicated by labels such as the ReMade in Italy label.

To ensure mandatory sanitisation, please make sure that contractors use eco-labelled or climate pledge-friendly cleaning products and equipment, in accordance with the UNI EN ISO 14024 standard.

The guidelines regarding the use of low-impact products, primarily eco-labelled or climate pledge-friendly alcohol-based solutions, should be adhered to by hand-sanitiser dispensers for use by visitors, staff and the general public. These dispensers should be located within the venue, at stands, in staff offices and in hospitality, food and beverage areas.



³ We suggest using a metric such as the number of eco-points, which is based on the number of people likely to be present in the area, and/or the number of refreshment outlets, such as cafés and restaurants, in the area.

ENTERTAINMENT E COMMUNICATION

- Branding
- Information and promotional materials
- Suppliers and companies



24. Branding

When selecting materials for banners, roll-ups, flags, tarpaulins, backdrops, and materials used for covering or partitioning spaces, the following aspects should be considered:

- when procuring branding materials (e.g. banners, graphic displays, promotional items), it is essential to adhere to the principles of the circular economy. This involves prioritising durable, reusable and easily dismantled products made from recycled and/or recyclable materials, bearing recognised environmental certifications, and designed to reduce waste generation and facilitate reuse at subsequent events;
- it is recommended that items be manufactured from recycled or recyclable materials;
- they should be reusable within a value chain, sourced from qualified industry operators. Such operators should demonstrate the adoption of environmental management systems (e.g. ISO 14001 or EMAS), the use of certified sustainable materials, as well as the application of circular design practices (design for reuse, disassembly and recycling) and responsible supply chain management. In addition, operators should ensure traceability, regulatory compliance and adherence to environmental and social criteria throughout the product's life cycle;
- it is recommended that a life cycle be established for the product, with the exception of residual parts, to ensure that it does not require disposal in landfills or the waste-to-energy sector;
- it is highly recommended that the items are purchased in the required quantity and not in excess.

The branding department, in collaboration with the operational support team, remains responsible for identifying and collecting materials to support the documentation of a plan or end-of-life documents for products, as well as a disposal plan for parts that cannot be recovered by other means. In the case of branded products, consideration must be given to their disposal (certification of temporary custody for any disposal to prevent misuse).

When selecting the companies to be involved, priority should be given to a short supply chain, with a focus on local businesses or those in close proximity to the event venue. This approach aims to reduce the environmental impact associated with transport, support the local economy and strengthen ties with the local community. Furthermore, a commitment to fair and equitable treatment throughout the entire supply chain must be verified. This commitment should encompass respect for workers' fundamental rights, adherence to the relevant national collective labour agreements (CCNL), the guarantee of decent and safe working conditions, fair remuneration, and compliance with the principles of corporate social responsibility (in line with ISO 26000) and current legislation on labour, safety and non-discrimination.

Information and promotional materials

Digitalisation

- if feasible, priority should be given to digital platforms (websites, apps, social media);
- the adoption of technological tools (e.g. QR codes) for accessing materials is recommended, with a view to reducing the need for printing.

Materials of physical nature

- please ensure that the production of printed materials is limited to what is strictly necessary. This should be based on a distribution plan that sets out target, distribution points and appropriate quantities;
- it is recommended that paper-based materials are used, and that these materials are recycled or sourced from certified supply chains. Examples of such certification programmes include FSC®, PEFC™, EU Ecolabel or equivalent. It is important to use these materials in accordance with recognised environmental standards, such as ISO 14024.
- when selecting materials, please consider the following:
 - ◇ prioritise materials that are recycled, recyclable or reusable;
 - ◇ opt for materials that are produced using processes with a low environmental impact;
- avoid the use of PVC, and if biodegradable PVC (PVCr) is proposed, it should be assessed by the Technical Supervisory Body. Ideally, it should be certified;
- choose fabric materials such as canvas or cotton, preferably made from a single fabric to facilitate recycling;
- polyester is acceptable, but it should be produced using sustainable methods and have a demonstrable low flammability rating;
- plastic cable ties should be avoided as far as possible when securing items. They are not permitted when certification or specific requirements apply. It is recommended that elastic bands or reusable rope be used for this purpose;
- polypropylene (PP) is an acceptable material for the manufacture of stickers;
- colourings should be produced using pigments that do not contain pollutants. Ideally, these pigments should be removable in order to facilitate recovery and recycling.

It is essential that textile products are manufactured using materials that have a minimal impact on the environment. Certification under recognised environmental labelling schemes is recommended wherever possible. Such schemes include the EU Ecolabel, Blauer Engel, Nordic Swan, and equivalent certifications, as well as those relating to supply chain sustainability, such as certified organic or recycled textiles (sili biologici o riciclati certificati).

Merchandise must be designed with durability, reusability and minimising environmental impact in mind. Priority should be given to using recycled or recyclable materials, and products should bear recognised environmental certifications (ISO 14024 or equivalent) where available. It is recommended that single-use products or those with a limited lifespan be used only where essential.

It is generally advisable to give preference to products bearing Type I environmental labels that comply with the UNI EN ISO 14024 standard, or an equivalent standard. Furthermore, priority should be given to products that are certified as containing recycled content, that are sustainably sourced, and that have a reduced environmental impact throughout their life cycle.

Communication technologies

- the use of digital display media should be encouraged wherever appropriate, for example energy-efficient LED walls.

Sustainable printing

In terms of printing, it is recommended to use suppliers who adopt sustainable practices, such as:

- the use of certified paper is recommended (FSC®, PEFC™, EU Ecolabel);
- the use of vegetable-based or low-impact inks is recommended;
- lower energy consumption and solvent usage in printing processes;
- the adoption of certified environmental management systems (e.g., ISO 14001) is recommended.

Ink requirements

The ink used should meet the following specifications:

- it must not contain azo dyes that may release restricted aromatic amines (REACH Regulation).
- it must not contain heavy metals such as mercury, cadmium, lead or hexavalent chromium, except for trace amounts resulting from process contamination (≤ 100 ppm).



Suppliers and companies

Suppliers and companies involved in the event should be selected and managed in accordance with the principles of environmental, social and economic sustainability. These principles promote responsible, transparent production models aimed at reducing impacts throughout the entire life cycle of the products and services provided.

It is recommended that the companies and suppliers involved in organising the event provide a formal document (published on their website or provided upon request) that outlines their sustainability policies and their commitment to adhering to environmental, social and good governance principles. It is essential that event organisers obtain and file such documentation in order to ensure transparency, traceability and consistency with ESG objectives.

The documents provided should include, in a clear and verifiable manner, the following information:

Productive and environmentally processed / eco-friendly procedures

- a comprehensive description of the production procedures and the key operational stages;
- approaches to the management of environmental impacts will be discussed, with particular reference to energy consumption, the use of resources, emissions and waste;
- please be advised of the correct use and handling of inks and chemicals, including details of the correct disposal procedures;
- policies on the recovery, reuse, and recycling of materials.

Social issues and employment

- company policies on employment and the protection of workers' rights;
- compliance with current regulations on health and safety and working conditions;
- any and all initiatives relating to inclusion, equity and social responsibility.

Certifications and management systems certifications

- provide details of any environmental and management system certifications held, such as:
 - ♦ ISO 14001 (environmental management);
 - ♦ EMAS or equivalent;
- provide certifications or evidence relating to production models geared towards the circular economy.

Product life cycle and sustainability

- please note that, where available, information on the life cycle of materials and products will be provided (Life Cycle Assessment – LCA);
- guidance on the sustainability of the materials used and end-of-life options (reuse, recycling, disposal).



GREEN ACCOMODATION

- Water/energy
- Food



25. Green accomodation

During the event planning phase, it is recommended that a survey be carried out of suitable accommodation providers who can provide documentary evidence of their commitment to the ethical and sustainable management of their facilities.

In addition to this mapping exercise, it is advisable to ascertain the city's actual accommodation capacity, and then to consider expanding the local offering – but only as a second option – so as to prioritise economic sustainability and local impact, before extending this to a wider but functionally connected area, such as buffer zones, neighbouring areas and those within the wider region.

In particular, when selecting accommodation for staff, guests, teams, crews and athletes, priority should be given to establishments that meet the following criteria:

- all the companies should have a documented sustainability policy;
- all the companies should employ certified processes for laundry, cleaning and resource management, with the objective of minimising waste;
- the company does not distribute plastic bottles and/or single-use plastic items on the premises;
- the rooms are free of plastic items and packaging, for example in toiletries and catering items.

It would be preferable for these venues to be able to demonstrate, through appropriate documentation, that they make sustainable use of water, energy, food and beverage resources.

Water/energy

In terms of water and energy, the following measures are to be taken:

- drinking water refills are to be provided;
- towels for guests should be managed in a sustainable way. This means using energy efficiently and minimising waste. For example, if the cleaning service is not based on site, it should be located nearby to reduce the environmental impact of logistics;
- it is imperative that they have a plan or demonstrable measures for water and energy saving. This should include measures such as flushing toilets and using water for service purposes. It should also include the use of renewable sources for various power supplies, including cooling and heating;
- with regard to the use of renewable energy sources, green building places a strong emphasis on ensuring that systems are optimised for efficiency, and where possible, are powered entirely by renewables.

Food

- it is highly recommended that companies have a strategy in place to address food waste, including the donation of unsold or undistributed food;
- it is recommended that a policy on sourcing organic food from short supply chains, preferably local ones, be implemented, with a view to minimising the use of food imported from far away.



REGULATORY REFERENCES

- Sustainable development
- Circular economy
- The Strategy for plastics in the circular economy
- Waste
- Green public procurement
- Water quality
- Energy and climate change
- Investment evaluation with regard to environmental sustainability
- Security, resilience and incident management
- Social responsibility and inclusion
- Specific guidelines for sustainable events
- Further references



Sustainable development

- The 2030 Agenda for Sustainable Development, signed on 25 September 2015 by the governments of the 193 United Nations member states and adopted by the UN General Assembly;
- The National Sustainable Development Strategy 2017–2030 (SNSvS), approved by CIPE Resolution No. 108 on 22 December 2017, and updated in accordance with the SNSvS approved by the CITE on 18 September 2023;
- Directive of the President of the Council of Ministers of 16 March 2018 ‘Guidelines for the Implementation of the United Nations 2030 Agenda and the National Strategy for Sustainable Development’;
- Law No. 141 of 12 December 2019, which converted Decree-Law No. 111 of 14 October 2019 which concerned the transformation of the current CIPE into the CIPESS (Interministerial Committee for Sustainable Development);
- Directive (EU) 2022/2464: The Corporate Sustainability Reporting Directive (CSRD);
- Charter of Fundamental Rights of the European Union;
- City Council Resolution DGC-2019-340 of 13 November 2019 approved the document “GENOVA LIGHTHOUSE - CITTA’ FARO”, which sets out the city’s sustainable economic development strategy. This strategy is intended to serve as a model for urban transformation, preparing the city to address the local implications of major global trends (climatic, demographic and technological/digital);
- City Council Resolution DGC-2021-118 of 6 May 2021 approved the document ‘Genoa 2050 Urban Agenda’, hereafter referred to as the ‘Genoa 2050 Action Plan’. This plan sets out measures to strengthen the urban and peri-urban fabric in relation to the Strategy’s three key intervention areas: ‘GREY’, focusing on innovative design and infrastructure optimisation; ‘GREEN’, relating to urban regeneration and sustainable development; and ‘SOFT’, focusing on communities and businesses;
- The SECAP (Sustainable Energy and Climate Action Plan) of the City of Genoa, adopted as part of the Covenant of Mayors for Climate and Energy, updating to the previous SEAP. It was developed between 2020 and 2021.

Circular economy

- The European Commission’s new Action Plan for the Circular Economy (COM/2020/98 final), published on 11 March 2020;
- The European Parliament resolution of 10 February 2021 on the new Circular Economy Action Plan 2020/2077(INI), subject of this text;
- European Commission Recommendation (EU) 2021/2279 of 15 December 2021 concerning the use of environmental footprint methods for measuring and reporting the environmental performance of products and organisations throughout their life cycle;
- The proposal for a European Parliament and Council Regulation establishing a framework for setting eco-design requirements for sustainable products, and for repealing Directive 2009/125/EC (COM (2022)142final);
- Follow-up to COM (2022)142 – Ecodesign for Sustainable Products (ESPR) Regulation;
- The Work Plan for Eco-Design and Energy Labelling (2022–2024, C/2022/2026, Final/2);
- The Commission Communication of 30 March 2022, ‘Sustainable products: from the exception to the rule’;
- Law No. 221 of 28 December 2015 contains environmental provisions that promote green economy measures and curb the excessive use of natural resources;
- The National Strategy for the Circular Economy adopted by the Ministry of the Environment, Energy and the Territory (MITE) through Decree No. 259 on 24 June 2022;
- ISO 14040 and ISO 14044: Life Cycle Assessment;
- ISO 14067: Product carbon footprint.

The strategy for plastics in the circular economy

- The European Strategy for Plastics in a Circular Economy (COM/2018/028 final), adopted as part of the Action Plan for the Circular Economy;
- Directive (EU) 2019/904 of the European Parliament and of the Council of 5 June 2019 on reducing the impact of certain plastic products on the environment, also known as the SUP Directive. This was adopted as part of the European Strategy for Plastics in a Circular Economy;
- The European Plastic Pact, signed in Brussels on 6 March 2020 by 15 countries (including Italy) and 66 companies and organisations;
- The European Commission Communication of 7 June 2021, entitled 'Commission Guidelines on Single-Use Plastic Products Pursuant to Directive (EU) 2019/904 of the European Parliament and of the Council on the Reduction of the Impact of Certain Plastic Products on the Environment' (2021/C 216/01). The proposal for a European regulation on packaging and packaging waste of 30 November 2022, COM (2022) 677 final;
- The European Regulation on Packaging and Packaging Waste (PPWR) is currently being updated;
- UNI EN 13432 (compostable packaging standards) and the European Plastics Pact (2020);
- Legislative Decree No. 196 of 8 November 2021;
- The implementation of Directive (EU) 2019/904, adopted by the European Parliament and of the Council on 5 June 2019, aims to reduce the environmental impact of certain plastic products.

Waste

- Directive 2008/98/EC (the Waste Framework Directive);
- Directive (EU) 2018/851, issued by the European Parliament and the Council on 30 May 2018, amends Directive 2008/98/EC on waste;
- Directive (EU) 2018/852, issued by the European Parliament and the Council on 30 May 2018, amends Directive 94/62/EC on packaging and packaging waste;
- Legislative Decree No. 152/2006 sets out environmental regulations, particularly with regard to waste management and the remediation of contaminated sites (Part IV);
- Legislative Decree No. 116, dated 3 September 2020, implements Directives (EU) 2018/851 and 2018/852;
- The National Waste Management Programme (PNGR), adopted through Ministerial Decree No. 257 on 24 June 2022;
- Resolution No. 11 of 19 July 2022: The Regional Council of the Liguria Region approved an update to the Regional Waste Management and Remediation Plan for the period 2021–2026;
- ISO 14001: Environmental Management Systems.

Green public procurement

- The European Commission's communication, 'Public Procurement for a Better Environment' (COM(2008)400);
- The Action Plan on 'Sustainable Production and Consumption' and the 'Sustainable Industrial Policy' (SCP and SIP), COM (2008) 397;
- Directive 2014/24/EU on Public Procurement;
- Legislative Decree No. 36 of 2023: the Public Procurement Code;
- UNI ISO 20121:2013 Standard: 'Sustainable Event Management Systems — Requirements and Guidance for Use';
- The National Action Plan for Green Public Procurement (PAN GPP), approved on 11 April 2008 by an interministerial decree (see Official Gazette No. 107 of 8 May 2008) and updated by a decree on 10 April 2013 (see Official Gazette No. 102 of 3 May 2013);
- The 'Minimum Environmental Criteria for the Organisation and Staging of Events', approved by Ministerial Decree No. 459 on 19 October 2022 and published in the Official Gazette No. 282 on 2 December 2022;
- The 'Minimum Environmental Criteria for the Procurement of Photocopying and Graphic Paper', approved by Ministerial Decree on 4 April 2013 and published in Official Gazette No. 102 on 3 May 2013;
- The 'Minimum Environmental Criteria' for the supply and hire of textile products, approved by Ministerial Decree on 30 June 2021 and published in the Official Gazette of the Italian Republic (G.U.R.I.) No. 167 on 14 July 2021;
- ISO 20400: The standards for Sustainable Procurement;
- Guidelines for implementing GPP in the cultural events sector: Life Green FEST.

Water quality

- The European Water Blueprint (COM (2012) 0673);
- Water Framework Directive (2000/60/CE);
- Directive (EU) 2020/2184 of the European Parliament and of the Council of 16 December 2020 on the quality of water intended for human consumption is the relevant directive;
- Legislative Decree No. 152/2006 on environmental regulations, in particular Part III on soil conservation, combating desertification, protecting water from pollution and managing water resources;
- Water Footprint (ISO 14046).

Energy and climate change

- Directive (EU) 2023/1791 on energy efficiency;
- Updated Directive (EU) 2018/2001 (RED III);
- Integrated National Energy and Climate Plan (PNIEC);
- ISO 50001: Energy Management;
- ISO 14064 (series): Greenhouse gas (GHG) emissions.

Investment evaluation with regard to environmental sustainability

- Regulation (EU) 2020/852 sets out the criteria for determining how each economic activity contributes substantially to the protection of the ecosystem without causing 'significant harm' (Do No Significant Harm) to the six environmental objectives covered by the regulation.

Security, resilience and incident management

- Legislative Decree 81/2008: Health and Safety at Work;
- Safety and security regulations for public events (circulars from the Ministry of the Interior);
- ISO 45001: Occupational health and safety;
- ISO 22301: Business continuity management systems;
- ISO 31000: Risk management.

Social responsibility and inclusion

- ISO 26000: Social responsibility;
- UN Guiding Principles on Business and Human Rights;
- CRPD: The Convention on the Rights of Persons with Disabilities, adopted by the United Nations General Assembly on 13 December 2006 and ratified by Italy under Law No. 18 of 3 March 2009 UNI/PdR 125:2022;
- Guidelines on the gender equality management system, which provides for the adoption of specific key performance indicators (KPIs) relating to gender equality policies within organisations, published by the Italian Standardisation Body (UNI) in 2022, for the purposes of gender equality certification in accordance with Mission 5 of the National Recovery and Resilience Plan (PNRR) and the Law of 5 November 2021, No. 162.

Specific guidelines for sustainable events

- UNI EN ISO 20121:2024: Sustainability Management Systems for Events.

Further references

- Regulations: EMAS (EC 1221/2009);
- LEED/BREEAM certifications;
- UNEP Sustainable Events Guidelines;
- Guidelines for sustainable sporting events, updated on 8 June 2023, available from the Department for Sport in the Prime Minister's Office.



- Annex 1: the contents of the planning document or sustainability plan
- Annex 2: list of operational plans
- Annex 3: KPI e reporting



Annex 1: the contents of the planning document or sustainability plan

In the case of an event certified in accordance with UNI ISO 20121:2024, a planning document or sustainability plan is required. If the event aims to meet sustainability standards without seeking certification, it is recommended that a document detailing the sustainability-related activities undertaken is drawn up.

General objectives:

- 1. Footprint**
The first objective is to make Genoa a net zero city. The aim is to reduce the city's environmental footprint in order to protect both the natural environment and the most vulnerable social groups. This will be achieved through coordinated and harmonised measures, as well as the responsible use and management of resources within a circular economy framework.
- 2. Impact**
The second objective is crucial in emphasising the importance of commitment from the event's stakeholders, staff and participating communities. The event is regarded as a platform for disseminating messages on the environmental, economic, social and governance dimensions of sustainability. This objective therefore involves assessing and reporting on the impact of organised events using specific metrics and operational guidelines.
- 3. Legacy**
The third objective is to ultimately have a lasting positive impact on the various communities taking part in the city's current and future events.



Actions to be taken

The actions to be taken can be broken down into the three main objectives of the planning document or sustainability plan. Regarding the first objective, it is essential that the stakeholders are involved and committed throughout the project period. Furthermore, the event itself must be promoted to raise awareness and provide training on sustainability in the broadest sense.

The second goal is linked to environmental sustainability. It is vital to protect the environment, use resources responsibly and limit greenhouse gas emissions. Finally, the 'no one left behind' principle must be upheld to achieve the third objective, ensuring the event is accessible and enjoyable for all by addressing any physical, social, cultural and linguistic barriers.

It is crucial to leave a positive legacy, promote innovations relating to the event, and compile data in a dedicated report. The report's drafting time varies depending on the scale and level of the event, and the need for certification; one to three months is generally appropriate, with variations to be agreed to improve future event organisation.

Targets to be achieved

The key targets to be achieved can be broken down according to the three main objectives: footprint, impact and legacy.

Footprint

- the event's activities do not negatively impact the natural environment or biodiversity;
- no waste or materials are discharged into watercourses or within the event site;
- a plan is drawn up to deal with spills and environmental incidents, based on an existing procedure or a drpp;
- water consumption is minimised through optimisation and rationalisation measures, as well as awareness-raising initiatives;
- waste generation is kept to a minimum through efficiency measures, operational initiatives and procurement decisions;

- reusable glassware and tableware systems are introduced wherever feasible at the event and during hospitality activities, as well as at related events, including those organised by operational stakeholders;
- single-use plastic is avoided in catering operations, wherever possible;
- a circular event is organised to maximise the recovery of resources and the circularity of materials;
- all materials are sourced from environmentally friendly, socially responsible and ethical suppliers, with a particular focus on local ones;
- all branding materials are PVC-free and are made from recycled and/or easily recyclable materials;
- all the timber used in our bespoke wooden installations is sourced from sustainably managed forests or recycled materials;
- all official printed materials are sourced from sustainably managed forests and are produced using sustainable printing practices;
- the significant quantities of paper products used for cleaning and catering are sourced from either 100% recycled materials or sustainably managed forests and are unbleached wherever possible;
- the event's cleaning procedures use sustainable products and processes;
- all products from official events come with environmental and ethical guarantees that comply with the event's sustainability requirements;
- all food served or sold at the event will come from the most sustainable sources possible;
- healthy food is a priority for us, which is why we provide a diverse range of inclusive menu options;
- all of the hotels and accommodation providers selected for the hospitality programme are committed to sustainable practices;
- the hotels are all within easy reach of the event venue, whether you choose to walk, cycle or take public transport;
- energy conservation and energy efficiency are maximised;
- the use of renewable energy is maximised, with the aim of reducing our carbon footprint;
- measures are being implemented to minimise the environmental impact of visitors travelling to the event;
- achieving 'net-zero' status, and ultimately 'climate-positive' status, is a top priority, and the plan is to offset emissions in order to meet these targets.

Impact

The planning document, also known as the sustainability plan, is finalised in draft form before the event takes place, to ensure that:

- all local activations, retailers, service providers and volunteers should adhere to the city's sustainability guidelines;
- through scientific communications, the target audience is made aware of issues relating to sustainability;
- hospitality programmes for partners, cities and teams should incorporate a 'purpose' through the experience, messaging and content;
- schools, young people and students should be actively involved in activities relating to sustainability;
- local stakeholders should also use the event as an opportunity to commit to reducing their use of single-use plastics and tackling plastic pollution.

Legacy

- staff employed at the event should consider the principles of quality, skills and inclusivity, paying particular attention to local recruitment and the volunteering programme. In all cases, they should promote the development of a philosophy of sustainable event management;
- the activities and experiences associated with the event are accessible and available to all;
- the event is regarded as a positive example of sustainability in the region;
- hosting the event inspires and enables local councils to incorporate sustainability goals into their annual planning process;
- to ensure a positive, long-term impact on the public, with a particular focus on the target audience;
- hosting the event has raised awareness among educators, students and young people of issues relating to environmental sustainability.

Indicators

The selected indicators, together with the associated metrics, should be regarded as elements of quantitative and qualitative reporting in order to simplify reporting on the event. The relevant departments will collect the data and set it out in a dedicated report within the agreed timeframe. The indicators must align with the SDGs and the city's sustainability objectives.

The city already has an assessment tool known as 'Controllo Dinamico', which is based on 160 indicators designed to measure the city's performance towards the years 2030 and 2050. These indicators are categorised under three asset types – Grey, Green and Soft – and six qualities that contribute to human sustainability, such as liveability, inclusivity, attractiveness, sustainability, well-being and capacity for development. Another framework to consider is SECAP@2030, which can adjust some of the indicators to more accurately measure the event's impact and footprint.

Annex 2: list of operational plans

For events covered by UNI ISO 20121:2024, documents or plans must be drawn up for each stage of the event's operation, monitoring and final reporting. The specific documents required may vary depending on the organiser of the event.

Where the Municipality of Genova is the event organiser, it is recommended that the following documents or Operational Plans be drawn up on the following topics:

- mobility and transport (areas of application: mobility and transport);
- procurement and circular resource management (including topics related to water, food and beverages, and waste);
- energy procurement and management (energy, supply chain and storage).

The structure of these documents or plans may differ depending on the organisational system of the internal or external organiser.



Annex 3: KPI e reporting

A monitoring and reporting system is an essential element of sustainable event management. It enables objective measurement of performance, verification of objectives and continuous improvement.

This document presents the Key Performance Indicator (KPI) framework according to an integrated approach that distinguishes between two complementary levels of metrics:

Key metrics for sustainable events

This first category includes operational indicators that are directly applicable to the various stages of the event lifecycle (planning, implementation, monitoring and reporting), and are designed to:

- measure the environmental, social and economic impacts generated by the event;
- support operational decision-making and the efficient management of resources;
- ensure the replicability of good practices.

These metrics provide the basis for planning and managing sustainable events, regardless of the certification pathway.

Compliance metrics for UNI ISO 20121:2024

The second category comprises operational and strategic indicators, which were introduced to:

- check the compliance of that the events management system with the requirements of the UNI ISO 20121:2024 standard;
- monitor the effectiveness of the event sustainability management system;
- support any certification or audit processes.

These metrics not only measure impacts, but also include elements such as:

- the identification and monitoring of relevant issues (materiality);
- the extent to which ESG (environmental, social and governance) principles are integrated;
- stakeholder engagement;
- supply chain and risk management, including climate change-related risks.





Integration of the two types of KPIs

The two categories of indicators complement each other, working together to create a robust monitoring system, combining:

- an operational aspect that is focused on the practical management of the event;
- a strategic dimension that is focused on governance, transparency and regulatory compliance.

This approach enables the Municipal Administration and event organisers, whether council-owned companies or external organisations, to:

- maintain high-quality standards in the management of sustainable events;
- ensure consistency with regulatory developments and international best practice;
- enhance the positive legacy created in the local area in a measurable way.

The following information is provided using a simplified materiality matrix tailored to the events, to help you understand how the issues to be identified and monitored are prioritised, in line with the targets set for each area of intervention.

Furthermore, application levels for the indicators have been introduced to foster a culture of sustainable event management and to facilitate the implementation of a comprehensive system for this purpose. Each indicator is associated with one of three levels (Basic, Intermediate or Advanced), enabling them to be applied proportionately according to the size and complexity of the event:

- **Basic-level indicators** constitute the minimum mandatory requirements for all events;
- **Intermediate-level indicators** apply to medium- and large-scale events;
- **Advanced-level indicators** apply to complex or certified events or where required by the administration or the nature of the event.

A materiality matrix suitable for an ESG assessment of events

Examples of axes:

- impact on the organisation;
- relevance to stakeholders.

Key ESG themes

Theme	Category	Priorities
CO ₂ emissions	E	High
Renewable energy	E	High
Waste management	E	High
Sustainable mobility	E/S	High
Water consumption	E	Medium
Food waste	S	High
Inclusiveness and participation	S	Medium
Participant safety	S	High
Sustainable suppliers	G	High
ESG Reporting	G	High

The following critical priorities must be monitored at all times:

- emissions;
- waste;
- transportation;
- energy.

The strategic priorities depend on the type and geographical scale of the event. In simplified terms, they can be summarised as follows:

- food supply chain;
- social impact;
- suppliers;
- governance.

To help you understand which KPIs to apply to different types of event, the KPI tables are accompanied by summary key figures to guide your choice of KPIs and data collection.

The following classification of KPIs is provided below each table to aid in this interpretation:

- **Base (B):** always applied (including simple events);
- **Intermediate (I):** medium and large events;
- **Advanced (A):** major/certified events.

Application of KPIs by event type

Event type	Base KPI	Intermediate KPI	Advanced KPI
Simple events	compulsory	optional	unsolicited
Medium-sized events	compulsory	mandatory	optional
Large-scale events	compulsory	mandatory	mandatory
Certified events	compulsory	mandatory	mandatory
Outdoor events ⁴	compulsory	mandatory (in particular climate, safety and communication KPIs)	where applicable, depending on the complexity
MICE events ⁵	compulsory	mandatory (in particular KPIs relating to services, workflows and communication)	where applicable, with particular reference to reporting, digital tools and stakeholder engagement

4. Stricter application of the guidelines relating to climate risks, safety and communication is required for outdoor events of all sizes, in line with their specific environmental and operational conditions.

5. Particular attention must be paid to the application of indicators relating to the sustainable management of services, optimisation of flows, digitalisation and communication for MICE events, given their organisational and relational nature.

ESG KPIs aligned with standards (GRI – ESRS – ISO 20121)

Environmental (E)

KPI	Standard reference	Description	Formula
GHG emissions (Event scope)	GRI 305 / ESRS E1	Total emissions for the event	Σ emissions (energy + transport + waste)
Emissions intensity	GRI 305	Emissions per participant	tCO ₂ e per participant
Total energy consumption	GRI 302 / ESRS E1	Energy within the event's boundaries	Total kWh
% renewable energy	GRI 302	Green energy as a percentage of the total	Renewable energy / total
Transport expenditure	ESRS E1	Energy/emissions from transport	Transport tCO ₂ e
Water consumption	GRI 303	Water used	m ³
Water intensity	GRI 303	Water per participant	m ³ per participant
Waste generation	GRI 306 / ESRS E5	Total waste	kg
% recycled	GRI 306	Recovered waste	Waste recycling / total
Plastic reduction	ESRS E5	Reducing single-use plastic	% vs baseline
Reusable materials	GRI 301	Use of sustainable materials	%

Event level read matrix - classification:

- Base (B) → always applied (including simple events);
- Intermediate (I) → medium and large events;
- Advanced (A) → major / certified events.

KPI	Level
GHG emissions (event scope)	I
Emissions intensity	I
Total energy consumption	I
% renewable energy	B
Transport expenditure	I
Water consumption	I
Water intensity	I
Waste generation	B
% recycled	B
Plastic reduction	B
Reusable materials	B
Sustainable accommodation	A



Social (S)

KPI	Reference standards	Description	Formula
Meals served	GRI 413	Food distribution	n.
Food recovery	GRI 413	Food donations	kg
Access to sustainable transport	ESRS S3	Inclusivity and mobility	% of sustainable visitors
Impact on the local community	GRI 413	Indirect benefits	Quality + indicators
Participants' safety and wellbeing	ISO 20121	Event security management	Number of accidents / Safety KPIs

Event level read matrix - classification:

- Base (B) → always applied (including simple events);
- Intermediate (I) → medium and large events;
- Advanced (A) → major / certified events.

KPI	Level
Meals served	I
Food recovery	I
Access to sustainable transport	I
Impact on the local community	A
Participants' safety and wellbeing	B



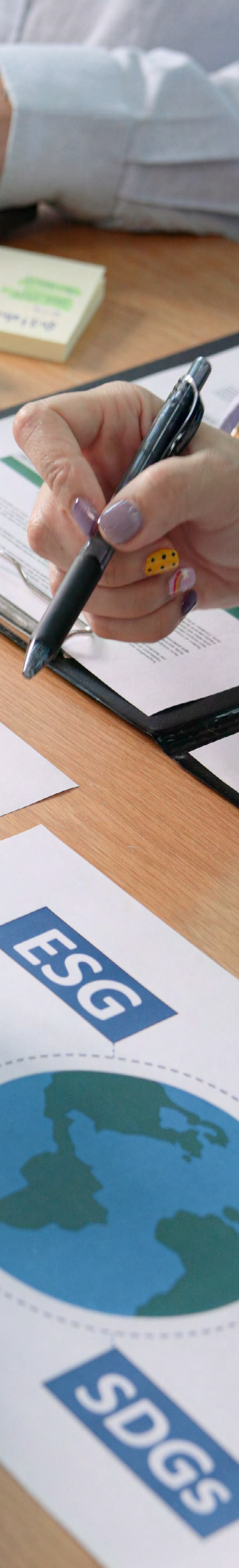
Governance (G)

KPI	Reference standard	Description	Formula
Sustainability document or Plan	ISO 20121	Existence of ESG policies	yes/no
Monitoring system	ESRS 2	Tracking ESG KPIs	yes/no
ESG reporting	GRI 2	Report publication	yes/no
% of sustainable suppliers	GRI 308 / 414	Suppliers meeting ESG criteria	%
Improvement measures	ISO 20121	Improvement plans	n.
CO ₂ offsetting	GRI 305	Emissions offsetting	tCO ₂ eq compensate

Event level read matrix - classification:

- Base (B) → always applied (including simple events);
- Intermediate (I) → medium and large events;
- Advanced (A) → major / certified events.

KPI	Level
Sustainability document or plan	B
Monitoring system	I
ESG Reporting	A
% of sustainable suppliers	I
Improvement measures	I
CO ₂ offsetting	A



The indicators set out below are part of the event’s ESG monitoring system. They are designed to assess the effectiveness of communication and stakeholder engagement activities in line with the principles of the UNI EN ISO 20121:2024 standard. This avoids duplication of other environmental and social indicators already defined in the document.

The requirements and indicators set out in these guidelines should be applied proportionately according to the size and complexity of the event, ensuring a scalable approach that allows for the adoption of sustainable measures, even for small-scale events as defined in previous chapters.

Reporting metrics for the 'Entertainment and Communication' category and 'Branding' subcategory

The following metrics can serve as a useful baseline for reporting purposes. The timeframe for these may vary depending on the scale of the event, whether certification is required and organisational data collection requirements. As a general rule, a timeframe of one to three months can be considered:

- total volume of materials purchased or produced, by material and type of item;
- sustainability credentials provided by suppliers for these items;
- any impact (in terms of volume or transport) of reprints required due to changes to the sponsor or logo;
- any quantity of materials purchased or produced but never used;
- disposal results for relevant materials by type and location;
- material balance: quantity of products purchased; destination of products; quantity of materials sent for recovery and/or recycling.

NOTE: For events certified to UNI ISO 20121:2024, the metrics will be included in the planning document or sustainability plan. These will be implemented during the event and used in the reporting phase.

Communication and Stakeholder Engagement

Scope	Indicator	Description	Units of measurement	Objective/criterion
Sustainability communication	Presence of the sustainability communication plan	A structured strategy for communicating the event's ESG aspects	Yes/No	Present
Sustainability communication	% of ESG content disclosed	The percentage of content relating to sustainability out of the total communications volume	%	≥ 20–30%
Transparency	Publication of post-event result.	Public disclosure of environmental and social results	Yes/No	Present
Transparency	Indicators disclosed to the public	Number of ESG KPIs reported to stakeholders	Nº	≥ 3 indicators
Participation / involvement	Stakeholder response rate	Participants who provide feedback via surveys or questionnaires	%	≥ 20%
Participation / involvement	Number of engagement tools	Tools used (surveys, QR codes, apps, meetings)	Nº	≥ 2
Behavioural communication	Messages promoting sustainable behaviour	The presence of information aimed at providing behavioural guidance on waste, transport and water	Yes/No	Present
Behavioural communication	Active information sections	The number of information points or dedicated channels (e.g. signage, information points)	Nº	≥ 1
Accessibility	Accessible content	The presence of inclusive content, such as multilingualism, readability and accessibility	Yes/No	Present
Digital channels	Digital engagement	Interactions on digital channels, such as likes, clicks and views	Nº / %	Monitored
Stakeholder	Supplier involvement	Communication of ESG requirements to suppliers	Yes/No	Present
Stakeholder	Sponsor involvement	Sponsors' alignment with sustainability principles	Yes/No	Present
Real-time communication	Emergency communication system	Real-time information system (including alerts and notifications)	Yes/No	Present
Post-event communication	Published report or summary	Publication of a summary or event report	Yes/No	Present

Communication and stakeholder engagement

Event level read matrix - classification:

- Base (B) → always applied (including simple events);
- Intermediate (I) → medium and large events;
- Advanced (A) → major / certified events.

KPI	Level
Sustainability communication plan	B
% of ESG content disclosed	I/A
Publication of results	I/A
Indicators disclosed to the public	I/A
Stakeholder response rate	B
Number of engagement tools	I/A
Behavioural messages	B
Active information sections	B
Accessible content	B
Digital engagement	I/A
Supplier involvement	B
Sponsor involvement	I/A
Emergency communications	I/A
Post-event report	I/A

The proposed set of indicators is compatible with events that are certified under the UNI ISO 20121:2024 standard.

This list has been compiled to encourage a culture of sustainable event management. While acknowledging that it may be difficult to allocate all relevant information, we recommend discussing any concerns with the key personnel identified in the organisational model. This will enable the production of a comparable event report using consistent metrics, without forcing the collection of data on all the listed indicators. Instead, the indicators will be prioritised, and issues will be discussed with key personnel, such as the Sustainability Manager, to find common solutions and provide support.

Please note that this list is subject to change and may vary depending on the significance of the event itself (local, national or international).



Edited by Stefania Manca, Sustainability and Resilience Manager, and the staff of the Department of Attractiveness, Competitiveness and Transition, City of Genova.
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Sustainable Events

Guidelines for the
sustainability management
of events
