Welcome to the GO Green Office Event Manual, your go-to resource for organizing sustainable events ranging from small gatherings to events with thousands of visitors. The GO Green Office has developed this manual to help enhance sustainability on campus. With over 13 000 students and a lot of events happening throughout the year, the TU/e campus is a vibrant student hub.

The impact of our events on campus can be significant. In fact, events consume lots of resources, 

**generate waste, and influence the environment**. To balance the enjoyment of these events with responsible practices, this manual offers comprehensive guidance. Whether you’re a seasoned event organizer or new to sustainability, we’ve structured this manual to help everybody improve their events. Together we can organize awesome student events while also minimizing negative environmental effects.
How the Manual Works

Our aim is to make the manual accessible and beneficial to everyone, whether you’re starting from scratch and need a guiding hand, or if your event is already conscious of its environmental impact. It is up to you how deep you want to go in the topics and how much you want to read. The manual is a reference work, for you to easily find information.

That is why the manual consists of three sections: Part 1 provides a practical checklist, Part 2 delves into in-depth explorations of key topics, and the Appendix offers additional depth and resources for those who want to stay ambitious.

In Part 1, we present checklists that covers seven topics. These serve as tangible goals to guide you through the initial stages of event planning. From waste reduction to energy efficiency, each item on the checklist is a crucial aspect of creating an event that aligns with sustainable practices.

Energy
Transport
Food & Beverages
Materials & Waste
Water & Sanitation
Strategy
Community & Environment

Once you’ve familiarized yourself with the checklist, Part 2 delves into a deeper exploration of each topic. This section provides the knowledge and insights necessary to implement sustainable measures effectively. You can go here directly or use the links in the checklist. (Move your mouse over and click)

Lastly, the Appendix goes beyond the basics. The appendix provides extra resources, including extra materials, case studies, and tips, to further enhance your sustainable event planning. Whether you seek more guidance on Part 2 topics or inspiration for innovative practices, the appendix is your go-to resource.

Feedback

As a dynamic tool for enhancing your events, we’re eager to hear your ideas, best practices, and feedback. Share your experiences with us at events@gogreenoffice.nl so we can keep improving the Sustainable Event Manual.
PART 1: CHECKLIST

Before you dive into the details of planning your event, let’s kick things off with a checklist. Take a moment to evaluate where your event holds influence, as every event is unique. Always remember, even a small step towards sustainability is a meaningful step in the right direction.

Make a start with the Checklist!

Following this checklist, you have the option to explore specific sustainability topics in greater detail in Part 2. Click on the large topics to go directly to Part 2 for more details. Some smaller subtopics contain links you can click to find specific tips and information in this section. You can also skip to part 2 but it is a big booklet so it is advised to either go by topic or to use the links below.

Energy

Equipment and signage

Energy plan: Before you request power points in Facilitator, map how much energy you really need. Ask your (stage) supplier the wattage (not just Amps) of devices.

Equipment Efficiency: Utilize energy-efficient appliances, audiovisual equipment, and electronic devices. E.g. for your stage or your bar.
**Turn-off Equipment:** Inform the organizing team to turn off appliances when not in use. Check that freezers & fridges are fully closed. Be aware though, not every appliance is sustainable when turned on and off multiple times.

**Electronic signage:** Promote a paperless approach and encourage using digital materials to reduce energy-intensive printing. E.g. use electronic signage at a conference rather than print. More info at Materials & Waste.

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## Energy usage

**Caterers:** Ask / remind external companies on your event to minimize their energy usage, especially during non-busy moments.

**Crew:** Educate / remind volunteers to be careful with appliances and other energy consumers. E.g. make sure fridges are closed, and other practicalities.

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## Venue and accommodation

**Venue Assessment:** Choose a venue powered with renewable energy sources or energy-efficient infrastructure. E.g. one which uses LED lighting. Make your schedule known to the location, so they can minimize their impact (e.g. turn of the heat when not needed).

**Outside Venue:** Consider hosting your event outside, during the day you will have a free and sustainable light source. Flux-field and MetaForum field are better than other fields, why? Because they are the field with fixed power.

**Temperature Control:** Set temperature controls at energy-efficient levels and promote appropriate attendee attire. Do not use too much air-conditioning / fans in the summer but find other ways to cool down visitors. E.g. cold drinks or enough shade when outside.

**Renewable Energy Procurement:** Explore options for sourcing energy from renewable sources like solar or wind power. For an aggregate, look for bio-fuels. On the TU/e campus you have to choose from their options.
Transport

Transportation of Visitors

Location Selection: Choose a venue that is easily accessible by public transportation, walking, or biking. The TU/e Campus is a perfect fit!

Sustainable Transportation: Encourage attendees to walk or bike to the event. If needed, recommend public transport and provide information on options, including schedules and routes.

Travel Times: Avoid scheduling the start and end of your event at peak travel times.

Clearly indicate walking routes: Indicate the route from the public transport stop to your event site.

Bicycle storage: Offer bike racks and organize at which places bikes can be stored.

Virtual participation: Offer live streaming or virtual attendance options where possible to reduce the need for physical travel.

Cars: If cars are unavoidable, yes to carpooling!

Transport of Materials

Buy local: When you buy supplies that are locally produced, less transport is needed, which lowers emissions.

Pick up supplies yourself: If possible, use sustainable transportation modes to pick up your supplies. E.g. for a small student activity you can also pick up a food order in a cargo bike.

Order in bulk: Order in bulk and arrange for collection or delivery of multiple items at the same time, to reduce the amount of trips needed.
**Food & Beverages**

**Engage Sustainable Food Suppliers:** Choose a food supplier who has a strong commitment to sustainability and eco-friendly practices. Ensure they have notified their intent to pursue sustainable catering.

**Portion sizes:** Ask your caterer for advice on portion sizes to prevent overordering and food waste.

**Sustainable Ingredients:** Request meal options that emphasize vegetarian, locally-sourced, organic, or seasonal ingredients. Consider gluten-free and vegan options to accommodate dietary preferences and restrictions.

**Vegetarian as the Default:** Make vegetarian meal choices the default option for attendees, allowing them to opt out if they prefer meat. Otherwise sell at least 50% of your provided food vegetarian or even vegan.

**Locally-Sourced Beverages:** Choose locally-produced beverages to reduce transportation emissions and support the local economy.

**Water Refill Stations:** Provide water refill stations for reusable cups or bottles. For example, offer water in pitchers or large containers rather than individual plastic bottles.

**Food Material Management**

**Plan Buffet Layout Strategically:** Design the buffet layout to minimize food waste. Consider using smaller serving dishes or serving staff to control portion sizes and avoid overconsumption.

**Plan for Leftovers:** Develop a plan for handling leftovers, ensuring that any excess food is put to good use. Prioritize food donation to local charities or shelters whenever possible.

**Minimize Single-Use Items:** Opt for reusable cutlery, glassware, and plates to reduce plastic waste. Consider using pitchers and larger bottles for beverages instead of single-serving containers.
Borrow or Rent: If you don’t have access to reusable items, inquire about borrowing or renting them to reduce the environmental impact of your event.

Hygiene

Hygiene / Facilities: Make sure that facilities for cleaning and disinfecting surfaces and materials are available. Clean materials that come into contact with food. Make facilities for waste disposal available.

Food Protection: Provide covers to prevent dirt from blowing into food. Avoid contamination of food by bystanders and yourself. Prevent cross-contamination.

Temperature of Perishable Foods: Store food as indicated on the product packaging. Store perishable foods as cool as possible. Always heat raw ingredients and products above 75 degrees Celsius.

Allergens: Inform yourself beforehand on allergies. Inform the customer in writing or orally about allergens in the food and educate people without allergies to minimize possible contamination.

Materials & Waste

Prevention: Before the event

Smart Purchases: Collect insights and data from previous or other events to estimate specific needs and ensure you do not buy too many materials. Use sustainable materials: Buy materials/products that have an environmental label.

Use few different materials: The less different materials that are handed out, the easier it is to separate waste.

Minimal packaging: Encourage supplier to use minimal packaging for your items to minimize waste.

Waste preparation: Investigate what waste streams you will have and how much. If you have an event with over 100 attendees, contact the university’s waste centre for help on planning the waste disposal.
Waste separation: Make a plan on how to separate your waste in the different waste streams (e.g. foodscraps, plastic, paper and other). It is best to separate before giving the product to a visitor. E.g. separate waste at the bars/foodtrucks.

Long term sponsors: Plan long term relationships with partners so you can reuse materials specifically meant for the collaboration. Or design the promotion material so different sponsors can be put on it.

Questions about waste? You can always contact the university’s waste centre. They are happy to advice and share their experiences.

Freebies and gifts

Are they necessary?: Refuse, reduce, reuse and recycle. Keep these steps in mind. Giveaways will not be accepted by conferences unless they adhere to the sustainable events policy.

Optional freebies: Don’t hand them out on default, make sure that the gifts are wanted, e.g. by having visitors signing up for it in advance.

Experience based gifts: Think of experience based gifts that you can give away instead of physical items.

Useful gifts: Choose gifts with a meaning or a clear purpose. And avoid plastic, single use, clutter. E.g. giving out food or drinks is useful as it is consumed immediately but it could also introduce packaging waste. Find a balance and reduce waste.

Printing

Digital Communication: In general use digital communication and minimize printing.

Paperless flyering: Use a QR code/app and avoid paper. Handing out physical flyers is not allowed at the TU/e.

Information during the event: If you print a menu or signs, put them in a cover so they are reusable. Print less signs, but make them bigger and visible.
Digital Screens: Instead of promoting with posters you could make use of the many digital promotion screens on campus.

Print sustainably: If necessary, use sustainable ink and paper and, if applicable, print double sided.

Decoration & Clothing

Reusable decoration: Choose and design decoration such that it can be reused in the future. E.g. do not put dates/years or one-time sponsors on your banners.

Locally sourced: Opt for locally sourced, sustainable materials.

Smart Signage: Reuse your signage to reduce costs and provide clarity and familiarity to visitors. More info on smarter signs in part 2.

Crew Clothing: If for a valid reason your volunteers need clothing, see if you can also switch to vests or other accessories that signal who is a volunteer. Why? Check part 2.

Sustainable Fabric: If buying clothing, think about the impact of the fabric and printing. Find info in part 2 and 3!

Management and processing: during the event

Recycle: Ensure good waste management and inform attendees on recycling bin locations. Contact the waste processor on campus to get enough bins.

Waste Separation: Separate waste as much as possible. If alcohol is in use, you can choose to not do waste separation on the field. However, you should separate behind the bars in accordance with the sustainable event policy.

Litter Crew: Have a crew regularly check sensitive areas for full bins and, if possible, have a litter crew that can scan the ground and pick up things that missed the bin.

Feminine Hygiene: Provide bins at the toilets for feminine hygiene products but also for toilet rolls or other product waste, if applicable.

Encourage waste sorting: Find a fun way to prevent waste from being thrown on the ground.
**Monitoring and measurement:** Have someone in the planning do rounds to note what areas are worse with waste production or contamination of waste. Keep a document with these observations and ask for data with regards to waste. Make it your goal to reduce waste.

**Water & Sanitation**

**Water**

**Rethink:** Start with evaluating whether you really need all the water. When deciding to use, consider how you can lessen the amounts used while keeping the hygiene, fun, etc. in place.

**Water Saving Appliances:** If available, use water-saving appliances for activities such as catering and cleaning. E.g. low-flow faucets or water-efficient toilets.

**Rainwater Harvesting:** Explore the possibility of harvesting rainwater for non-potable uses like cleaning.

**Sanitation Products:** Choose environmentally friendly and biodegradable sanitation products, e.g. recycled toilet paper and hand soap.

**Cleaning Products:** Choose environmentally friendly and biodegradable cleaning products, e.g. biodegradable soap.

**Wastewater Management:** Develop a plan for proper wastewater management to prevent contamination. Discuss this with the owner of the location and your suppliers. Know what products can and cannot go through the drain.

**Strategy**

**Sustainable event strategy**

**Sustainability manager:** Assign someone responsible in your committee to ensure the implementation of sustainability and accessibility practices.

**Sustainability agenda point:** Make a habit of thinking about sustainable practices during meetings and including it in your decision making throughout the whole organizing phase.
Step 1: Assessment: Reflect on your successes, wishes, and worries. Envision ambitious goals without dwelling on challenges. Identify weaknesses and barriers, both small and large. Assess their impact on a scale, prioritizing efforts based on significance.

Step 2: Execution: Choose 1 or 2 topics, decide your long-term vision and short-term changes. Make a list of tasks to achieve your goal, then divide them over time and assign responsibilities.

Step 3: Continual improvement: Evaluate how your events went, write down what happened, and keep track of how to make things better. This helps you avoid the same mistakes and shows where you can do even better next time.

Knowledge-Sharing: Sharing what you learn with others is a recipe for success. You could do so by telling the GGO about your experiences.

Use smart budgeting: Save money by buying items that can be used annually instead of single-use items. Make a plan which also considers the impact on future events.

R-Ladder: Change your thought processes on all topics by going through this R-ladder: Refuse, Rethink, Reduce, Reuse, Refurbish, Recycle.

Circle of Influence: Inventarize where the boundaries of your control or influence lie. This way you can decide what is worth (not) to invest time in.

Event Footprint

General Footprint: In order to improve your event efficiently it is necessary to quantify what your footprint consists of and how large it is as of now. Therefore you should dive in the documentation from previous years. Also check what percentage of budget went into sustainable alternatives.

Quantify: This is the only way to find out whether your effort have paid off or whether you should stop investing time and money and point your attention to other areas. E.g. you could evaluate whether a bigger podium really increases the visitors’ experience or whether it is similar to last year’s experience.

Event Handprint
Education: Aim for participants to acquire knowledge on sustainable development. E.g. provide information at places where attendees are receptive to information, such as the toilet.

Communication: Notify attendees and suppliers of what efforts you are putting in for greater sustainability. This prevents misunderstanding or annoyance at the visitor side.

Collect feedback: Tailor your event more to your audience. You can do this with every single topic mentioned in this manual. It can be used as an indication for next year. As a result, your audience will feel a better connection to your event as well as an overall satisfaction of the event. Then it is a bonus that it is also beneficial for sustainability!

Environmental Partnerships: Form partnerships with environmental conscious organizations to align with your values. Innovate and differentiate yourself from other events.

Carbon offset initiatives: Compensate for carbon emissions if there is budget left, or have a donation option for visitors, e.g. in their ticket price.

Other

TU/e regulations: Inform yourself on all regulations on campus, especially the sustainable event policy!

Active agent: Provide feedback to the GGO (or university) on what is achievable and what is ambitious but doable. The university works closely with us to prevent expectations that cannot be achieved. So your feedback will definitely be heard! Send it to Events@gogreenoffice.nl

Community & Biodiversity

Accessibility

Broad Accessibility: Ensure the accessibility of the event to all types of public, either online or offline. E.g. people who are hearing impaired or have reduced mobility.
**Planning:** Besides public and national holidays, take religious holidays into account when scheduling.

**Food choices:** Take dietary needs into account.

### Support local community

- **Buy local:** Foster economic benefit for local communities by working with local suppliers and avoid transport-related CO2 emissions (only valid if efficient amounts)

### Social Safety

- **Alcohol free:** Make sure that there are enough alternative choices next to alcohol. This way everybody has something nice to choose, which will also bring you more profit.
- **18-:** If possible, try to also include people below the drinking age in your events. Make sure it is also fun for them but do prevent them from getting alcohol on your event, as such is illegal.
- **Safety:** build a socially safe environment on your event. Prevent undesirable behaviour.

### Biodiversity

- **Wildlife Conservation Awareness:** Keep in mind the impact of your event on wildlife. E.g. do not dump harmful substances on campus and design event spaces to minimize impact on existing green spaces and biodiversity hotspots.
- **Incorporate Leave No Trace Principles:** The principles advocates for minimizing human impact on the environment by ensuring that outdoor and recreational spaces are left in the same or better condition than they were found.
In this section we hope to provide you with some practical info of the topics in the checklist as well as some tips and tricks, each topic has a different color and a different logo. For more in depth information which is not necessarily interesting to every reader, there are links in the topics to the appendix in part. You can also visit part 3 directly.

**PART 2: Tips and Facts**

In the following part, we will explore some of the topics mentioned in the checklist above. You will be provided with additional information and tips and tricks. Good luck!

Link to a relevant section!

*Best practices and real life examples can be found in these squares!*
Energy plan (facilitator)

As preparation to your event there are a few things to think about: What things at my event require electricity? Do we really need/want them? Think about overlap in the need for power, what appliances are on at the same time?

Most of the time people overestimate their energy need. To prevent this: Ask your supplier the wattage per parts delivered (not just ampere). This way your request to TU/e facilities/conferences will be more tailored to your needs. Be aware that suppliers often overestimate the wattage with quite some margin, so be very specific that you want to know about all the devices and their wattage.

Certain fields (e.g. Flux and Metaforum) feature built-in power outlets with fixed configurations, offering a distinct advantage over other fields where the use of aggregates becomes necessary. In the context of aggregates, their sustainability tends to increase as their size decreases. For TU/e events, it is seen that aggregates are 70% of the time too big and run mostly on only half the power. As a solution sometimes two smaller ones are used. This way, during peak hours both can be running and only one is running when less power is needed.

Equipment (professional stage equipment in particular) is already often efficient, meaning that improvement can mainly be found in the reduction of consumption. Think about sharing equipment with other events; sharing costs and reducing transport. It is a win-win situation for both.
A real life example recently wanted an extra podium further away from their main stage. The addition of the podium and chosen location meant an extra diesel aggregate was needed. Eventually, this cost them over a thousand euros extra in energy costs. And it was definitely a lot more unsustainable. So always ask yourself if such a thing really adds to the experience, and if so, how to plan it the most efficiently. Another case was momentum 2023, where they used extra long cables to provide extra fixed voltage from atlas instead of an aggregate!

**Facilities**

For electricity during an event, the TU/e covers costs up to 500 euros. Exceeding this amount, the costs will be billed to the event. Therefore, it is wise to check your expected energy usage. If you keep under this budget, you are safe. However, if you are already under it, this shouldn’t be a “GO” for getting more cool energy consuming stuff because it is free. Think about whether it is really needed, and what the non-financial impacts are on our planet.

Please be mindful of the materials provided by TU/e. Unfortunately, there have been instances where cables or other event-related materials have been given back to the wrong party. Additionally, no-shows have been observed. If your event is canceled, notify facilities by sending an email. The deadline for cancellation is one week in advance, but even if this deadline has passed, it is crucial to still send an email or reach out to facilities to prevent unnecessary trouble.
TRANSPORT

You can make a lot of impact when giving thought to the transport related to your event. From all your CO2 emissions, your audience travel will be the most impactful for events in general, however here at the campus it is a little different in terms of transportation. Here’s an idea? Why not, have a discount on ticket sale when people come by public transport or bike?

It helps that in the Netherlands and especially students go by bike, so we can already be very satisfied with ourselves about this. But if you want to be ambitions try to challenge yourself in having influence on the sustainable travel of your organization. Here’s an idea? Why not, have a discount on ticket sale when people come by public transport or bike?

Impact of Travel

Questions you can ask yourself to reduce the travel emissions:
1. What transport do we get from companies prior/during/after the event?
   i. Is there an option in budget to go for more sustainable companies? E.g. closer located or more sustainable means of transportation such as using electric vans.
   ii. Can we minimize transport by getting more materials from one company?
2. What transport do we have ourselves as organization?
   i. Is there any way we can reduce transport (more efficient!)
   ii. Is our travel already sustainable? (You might be able to hire electric cars from the university.)
   iii. If we have to travel by car, are there routes that make sure everything gets picked up in one go?
   iv. Can we have things that need to be picked up, picked up at the same day/moment?
Best Practice:

Gestrand once made a deal with an E-bike company to have many bikes at the station ready to encourage people to go from the station to the location on electric bikes.

Compare CO2 with price and travel time here!

CO2 print of your travel in general?

Wholesalers (Groothandels)

Most wholesalers like Sligro and Hanos sell more than food alone. It could be beneficial to consider buying a lot more at those big suppliers and reduce the amount of transport needed. Don’t be scared to ask them in advance about their sustainability, even if you are pretty certain that you are going to order, because asking questions and asking for open data, will ensure that they keep improving. You are not always in control when ordering stuff but it is good to know about the sustainable practices of your wholesaler and to drop it in the conversation so they are aware that people really do pay attention to such stuff.

Some multi-day festivals which supply food, weigh off the balance between having to drive multiple times per weekend for fresh food or having a large cooler container on sight. Depending on the use of energy from this container it might be more sustainable to get your food delivered in one go.
**Pick up supplies yourself**

If you have ordered an amount of supplies that do not necessarily need to be transported by car, you can also pick them up yourself. For example, there are a lot of cargo bikes available at the university. Multiple study associations own a bike themselves. Another option is to rent one. E.g. Velorent Eindhoven rents them for the following prices:

1 day - €22.50 (normal) €45 (electric)  
1 week - €112.50 (normal) €225 (electric)
FOOD & BEVERAGES

The types of food you offer at your event also has an environmental impact. Going fully vegan isn’t the only solution, find out some other steps that you could take first. Be as ambitious as you want!

Food Material Management

Plan Buffet Layout Strategically: To design the buffet layout you can use the following tips:

1. Consider adjustable portion sizes (or only a small and a normal one).
2. Food made on the spot is better than pre-purchased ready food. This way you never make too much.
3. Integrate food as an option in your ticket sale.
4. Make a food form where you ask participants to indicate whether they want to eat, what allergies there are, what portion they eat (you could indicate the portion as 0.75 a person for small eaters, 1 person, 1.5 people for large eaters, this portion count can make estimations easier for you).

Plan for Leftovers: Think about what to do with your leftovers. You can either hand them out to visitors/employees at your location, or contact charities or shelters. Note that these organizations often only are allowed to take packaged food which has the expiration date on it. Lastly, when you have prepackaged food from supermarkets, you can hold on to the receipt and return the products to them to receive back your money.
Minimize Single-Use items: Opt for using reusable tupperware. Also consider using pitchers and larger bottles so you can buy and provide in bulk, this creates less waste than when using individual single-serving containers. And look whether you can borrow or rent these items, many associations have a storage.

Local foods and produce from Brabant

Bring back or donate

Most sustainable Beer brewery?

Best Practice:

Some Associations have a food committee that arranges food, or delivers good recipe’s. Whatever fits the association.

’Sustainable’ supermarkets

Be always careful when products or supermarkets claim to be sustainable. Unfortunately people are not as transparent and honest when it comes to this. Secondly some rankings are not always based on good science. A lot of critique has been expressed against the Sustainable Brand Index (SBI) and the GfK which are not very thorough in their claims on who is most sustainable.

Most of the time your budget is limited, such that you cannot choose freely what supermarket to buy from. But at least if you are trying to be aware and trying to do the best, you are doing super well! You cannot know and investigate everything but trying to, will already inspire others to do the same and this in turn will nudge supermarkets or any other company to do the same.
Catering

Appèl:
On campus, Appèl is the main caterer. When hosting a big event inside they should be your first point of contact. Information about Appèl can be found here.

Many company restaurants, including those at TU/e, support sustainability by providing Join the Pipe water taps and compensating for drinking water use in developing countries through the Made Blue Initiative. Beyond environmental efforts, social sustainability is emphasized through initiatives like Brownies & Downies, a cafe employing individuals with disabilities which opened at 2021. They also have reusable billie cups in use, which allows you to buy a billie for 1€ and hand it back in for a token or for a discount on another purchase.

General Catering:
If you are getting your food delivered from a caterer, you are limited in your freedom of choice. Sometimes you will have to accept that your situation is not ideal, however you can try and influence your choice of caterer. Check the following links to get to know more about how you can influence your caterer possibilities.

What can you ask your caterer?

Healthy and Sustainable Caterers

Hygiëne

Hygiene / Facilities
Food can still be good after the expiration, but when handing out food to others you should not take this risk. And of course even if the expiration date has not been met yet, the look, the smell and the taste should be OK. When you cook your own food, make sure to wash your hands multiple times per cooking session. Especially when handling raw meat or eggs you should wash your hands before continuing to cook. Also your cutting board should be cleaned particularly good after contact with e.g. chicken. It is wise to think in advance how many food containers and bowls you need when serving buffet style, but also when preparing on the spot. In this case you make sure cross-contamination does not happen and you prevent diseases. E.g. keep raw food and cooked food in separate containers.
**Allergens**

Always provide one food option which is allergen free (depending on what allergies seem present or important), e.g. gluten free as this is quite common. You can never accommodate everyone. Most common allergies: Gluten, Nuts, Milk, Eggs, (Shell)Fish, Peanuts, Wheat, Soybeans, Sesame. If you want to do even better, you should put up a sign with what allergens are (not) present.

Read food labels, where manufacturers indicate allergens. If you are unsure get in contact with the person who has the allergy. Do the **triple check** when purchasing food products. Food manufacturers are required by law to list all ingredients in their products. But sometimes, familiar allergens can be hidden under less familiar names. For instance, if you’re shopping with a dairy allergy, you need to look out for more than just the word “milk.” Dairy products can also be listed as “casein,” “whey,” “lactose,” or other terms. Similarly, eggs might be listed as “albumin,” “globulin,” or “lysozyme,” among other names.

Have 2 spoons ready, 2 spatulas, 2 cutting boards, 2 dish washing cloths etc. that way every utility has an allergen-free one. Alternatively clean it in hot, soapy water. Also your serving utensils should be in twofold. Inform whoever is handling the food about allergens and the importance of keeping certain food allergen free. Have a closed container such that the allergen-free food can stay allergen-free.

**Allergy friendly recipe’s**

Allergy friendly recipe’s can be found online! E.g. [this one](#).

More tips on allergy’s here.

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**Top 9 Food Allergens**

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**Best Practice:**

Put up signs with CO2 footprints of your dish, this way visitors are made aware of their impact and their power to have a positive impact.
MATERIALS & WASTE

“The most sustainable event is no event”, but we are very aware that for your social wellbeing and sometimes your mental wellbeing events are significant. And of course we are allowed to have some fun! But let’s do it responsibly.

Go from make, take and waste to a circular economy, that is a common goal that not only our university but also the government is adopting. Make the most impact by considering doing a resource analysis in advance. Also separating waste at the visitors side is usually not effective especially if they are intoxicated, but there are some fun things you can try out.

R-ladder waste-specific

**Reduce**: Take a preventive approach to avoid the creation of unnecessary waste, even if you cannot refuse. Determine all potential sources of waste. E.g. use bulk dispensers for food and beverages and prevent single-serving items.

**Rethink**: Make sure that materials have a long service life (note this is not recycling time), it saves you money from having to buy it again every year.

**Reuse**: Both reusing or borrowing items is financially favourable. Borrow or invest in big items like stands or decorations and save yourself a lot of money. Also consider whether renting might be the more sustainable option, if you are not planning to use an object for many years.
Encourage waste separation

You can definitely make waste separation a fun thing by e.g. having a “peukboom”, a tree for cigarette butts with a line in the middle and a two-way voting system for what song genre to play or what song to play at the end of your event (although you are not allowed to smoke on campus but for the sake of an example). You can also do this with hard cups or some other waste that is collected at your event.

Best Practice:

Make a game out of collecting plastic bottles by making visitors throw them and have price (small) if people hit a target with their bottle! (Gestrand 2023)

Voting through bins (sigaret butts), vote for which music on the event. Two bins and two genres! (Gestrand 2023)

People are often more likely to act if something is made incredibly easy for them. When it comes to waste management at events, this rings especially true. People tend to be lazy, so effective signage is crucial. It’s about communicating recycling initiatives clearly to everyone involved—audience, crew, suppliers, and performers. Signs guiding towards the nearest bins need to be visible and strategically placed.

In addition, having ample cleaning teams on site ensures that the process remains efficient. Simplifying waste disposal and recycling procedures is key; the easier it is, the more likely people are to participate in keeping the environment clean.

Manage full bins, if they are full people will just throw stuff next to it instead of walking to the next. Plan dedicated time for a responsible organizing member to walk around and empty them.

When having specific waste (other than the usual wrapping and food and drinks, you can put a prize or a thank you on collection. Be transparent where the deposit goes (e.g. to charity).
For crew members (behind the bar e.g.) you have to make a clear instruction via your (bar) head responsible such that crew knows what to do and what not to do in terms of waste separation at the organizing side. **Make cheat sheets for them as a reminder and plan an instruction time before the event.**

**Waste Management plan**

The following step-by-step plan can be used when preparing for your waste management. Remember that the most important step is to use the R-ladder to reduce your waste in general. It is best to have as few waste streams as possible, so try to only use cardboard and soft-plastic packaging instead of five different types.

**Evaluate:** It is important to know what types of waste your event will produce. Think of organic, paper/cardboard, plastic (and which types? Soft, hard, etc.), others. If you have a specific material that is used a lot in your event, there is likely a separate waste stream bin that can be provided! (e.g. electronics).

**Contact:** You can request bins via the facilitator forms. Fill this in on time. If you have an event with more than 100 attendees, it is always good to get in contact with the waste centre (fmc.wastecentre@tue.nl). They will try to cater to your needs as good as possible, and can help with estimating how many bins you would need. In addition, you can discuss your waste separation plan with them.

**Plan:** Make a plan for how you are going to separate your waste at the event. It is best to have your volunteers / organizers separate the waste, then to leave it to the attendees. Try to have an impact on the side that you have control over. So f.ex. e when building the event stage and income.

**Inform:** Inform your volunteers of the waste plan, and in what ways they should separate the waste.

**Bars:** From experience it is seen that a 2 step bar system works best. In this system you have one half of the bar volunteers getting the drinks ready and managing any waste that comes with that. The other half of the bar will hand out the drinks and deal with payment. It is most important to not stress when it gets busy, and to keep an overview.
Tip:
If you (or a volunteer) ever doubt whether you can separate a specific product, throw it in the all-purpose bin to be sure you do not contaminate a waste stream.

Waste Processing

Sustainability: The sustainable impact of good waste processing comes not only from the fact that less CO2 is needed for the production of new materials, it is also needed because our materials are not endless and we have to reuse them or it will be lost for the future.

Pre-separation is needed: At the university, waste that is collected in separate waste streams do get recycled in separate streams. It is not yet manageable for the TU processor to do post-separation.

Inform food trucks: Make sure that food trucks are informed about the waste streams and contact them beforehand so you know what they need. For example, do they need a waste stream for their deep-frying oil? We might be able to provide so!

Bin types: For almost any waste stream, the university can create separate bins if there is enough waste. However, to give you an overview, these are the most used bins: Plastic, Paper, Swill (organic), Glass, All-purpose.

Tip:
Do you have an event with lots of wine? Order a glass bin for recycling the bottles!

If you need help with managing your waste: Ask the waste processor or FMC on campus for help with this! Contact the Waste center (fmc.wastecenter@tue.nl). They are happy to help you manage your waste streams as good as possible.
**Hardcups**

The use of hardcups is **obligatory for all events** held on campus. If you wonder why, please check out our section on the sustainable event policy. Every day in the Netherlands we throw away 19 million disposable cups and containers containing plastic. After only one-time use! Some of it ends up in the environment as litter. That’s why reuse is becoming the new norm. The goal is to reduce the use of disposable cups and containers containing plastic in the Netherlands by 40 percent by 2026.

As GGO we have facilitated hardcups from 2018 for 5 years, helping out around 150 events, small and large. There are many best practices and tips from our experience that can be found by clicking the links below.

In general hardcups are way more sustainable than rPET single-use if used more than 5 times. Hardcups are a new standard on festivals, meaning that visitors are getting used to being responsible for their cup. Also make sure that you have a plan for your hardcup return system, e.g. by using a deposit.

**Where to hire your cups?**

**The impact of cups?**

**How to use a return system?**

**Food packaging**

As of January 2024 it is stated in the sustainable event policy that organizers need to use as many **reusable food packaging as possible.** Ceramic or glass is most sustainable, then polypropylene (PP) is the most sustainable alternative. If this is not feasible, single-use plastic-free products are an option. Here, choose lightweight packaging and avoid aluminium. Use biobased materials such as bagasse, cardboard, wood and bamboo. Do not use PLA, as it has the same properties as plastic; it does not simply break down in nature.

**What is plastic free?**
**Decoration**

**Reusable decoration:** Reusing your decorations is the way to go for sustainability. In addition, reusing will also save costs. For example, if you design banners in a way that they can be reused, you do not have to buy them again every year. Some best practices for banners are:

- Do not put dates or a year on the banners
- Do not put sponsors on the banners, or make sure there is a multi-year contract so you can at least reuse the banner in the foreseeable future
- Use eco-friendly materials when printing the banners and getting stands
- If using outside, use good weather-resistant materials and high-quality inks that are fade resistant
- Overall, opt for a timeless and simple design that won’t become outdated quickly.

**Best Practices:**

*Hajraa’s BuitenToernooi repaints their wooden signs as to both reuse and keep them up to date. And many student events have a reoccurring branding/theme so that big decoration pieces can be reused!*

Other sustainable tips with regards to decorations are:

- Try to use material that can be found on campus.
- Avoid using Balloons, especially ones filled with Helium gas.
- Tablecloths: do not use tablecloths if possible and if not, choose reusable ones.
- Use plants as decoration! You can offer your attendees to take them as a gift when they are leaving.

**Biodegradable:** If reusing is not an option, choose for biodegradable materials and make sure to put them in the right waste stream. Examples where you can switch to biodegradable alternatives are confetti, glitter, ribbons and garlands. Keep in mind that there can be extra rules about using flammable decorations inside buildings; a solution could be to use a flame retardant spray.
**Smart Signage:** In order to minimize your negative impact with signage, think about the following questions. A side effect will be that visitors will become familiar with your information and often find it clearer if signs are consistent. In addition, some choices can also lead to cost reductions.

- What needs to be communicated at our event?
- Why do we want/need to communicate it (for example, sustainable initiatives, ease for visitors… )
- What type of signs are needed (for example, main message, little amount of text, clear symbols).
- What is a strategic place to hang the signs (for example, visibility, well visited location/crowd flow)
- How can we use as little as possible (cost reduction + sustainable)
- Can we reuse them? (ease of organizing, cost reduction, sustainable!)

**Printing vs digital**

**Going paperless** is the way to go. As of January 2024 it is not possible to promote on paper unless deemed necessary. It is a good initiative in sustainable promotion since no waste is generated. And paid promotion such as Instagram work pretty well. Promotion via digital alternatives can be made more dynamic with motion effects. You can even make your Zero-waste a selling point on your promotion.

**Digital promotion**

The use of digital promotion has many advantages that paper promotion does not have. The possibility of using **analytics** which is provided by most platforms, enables you to see how much reach and click-through you have. Analyse what works and what doesn’t. This insight is super valuable as it is unwise to just keep doing the thing you have always done. Use **paid promotion**, everyone who is not yet following you will now also be reached. But of course you have to take this in with your budget!

If applicable, make a **website**! Be findable on the internet. If you want to be shown on top at google search results, optimize your SEO. Share stories on your website via blogs (small newsletter-like articles).

**Digital promotion contacts @TU/e here!**
Make a **lasting impression**. There are more controversial things you can hand out. The point of this is not that it should be super controversial, but people will remember you if you hand out something useful. Create a **reusable design** to make people familiar to your event. Communicate the date either through the screens, online or in some other clever way (something stick-on for ex.).

**Best Practice:**

*Have you seen the edible paper promotion from the Tue, it was a thing yes!*

If you want to promote your event in a smart way, you should consider asking yourself some questions about the **target group, message, call to action** etc. You can find the relevant questions in the promotion tool using the link below.

**Printing**

If it is **really necessary** to print there are a some things to take into account:

Print on **both sides**, and pay attention that you do not accidentally print one-sided information that could be on 1 single double-sided sheet. But we want to stress again that not printing should be your first consideration.

**Don’t print too much!** Print only the quantity you need and **don’t fall for a quantity discount**. Take the **size of the target group** into account.

Think about the **placement** of your promotion material. Posters can be a traditional way of promotion, and can be put in buildings. You can ask study associations, building receptions, and the reception at the sports centre for permission and placement. Be sure to place them strategically instead of randomly, **less is more**.

Choose **quality over quantity**! Consider choosing good quality and sustainable promotion materials over quantity to get your message across in a less wasteful way, while leaving behind a more professional impression. Also, if students are overloaded with promotion, it might actually have the **opposite effect**.
Choose a **sustainable print supplier** which offers sustainable options, such as non-toxic ink and recycled or FSC certified paper. The Forest Stewardship Council certification ensures that products come from responsibly managed forests that provide environmental, social and economic benefits. We have collected a few companies, which print in a sustainable way.

**Find a list of Sustainable print suppliers**

**Impact of paper?**

**Clothing**

Clothing presents probably **one of the biggest impacts** you can have internally as organization. It is also often easier to implement sustainable practices because the line of communication to the volunteers is shorter and more influential. Think in advance about the following questions:

- Why does the specific group need clothing? (for example, visibility, safety, group feeling, approachability, sponsorship…)
- Is there a way in which we can reach this goal without clothing?
- If not, is there some way we can use smaller types of clothing? (e.g. something that makes them visible but not a full shirt/vest…)
- If not, can we reuse the clothing?
- If not possible, can we make a better choice in fabrics? (see below)

**Quantification** here is easier as a lot of sources are available telling you all about the numbers behind certain clothing choices, such as: biological cotton saves 80% water (from 0.4 m^3 for regular cotton to 0.1 m^3) this can translate into 99 days of drinking water for 1 person. What matters is that this quantification means that you can communicate to your audience what your impact has been.

**Best Practice:**

*Intermate ordered GOTS certified cotton and used water-base print for their intro shirts, with this they saved 380 m^3 water and a lot of money. They found a company which allowed last minute ordering which meant they could print the exact amount of shirts.*
Did you know that synthetic fibers (Polyester, acrylic, nylon etc.) are made from fossil fuel? You can also shop more sustainable when buying new items of clothing by choosing the right fabrics or shops to buy from.

**Best Practice:**

Vdwaals sustainabilidade, have bought multiple green shirts (all kinds of shades) from the thrift shop and embroidered their logo on it. It was way cheaper than buying and printing new ones + it was a nice team bonding activity.

You could thus buy second hand shirts from the thrift shop all kinds of sizes and shapes and still print them such that they have a uniform logo. This way you still make impact. Other strongly advised ideas are: Reuse your “crew” clothing, this saves a large amount of money, especially when your crew is changing every year. A yearly clothing item can be replaced by one clothing item such as badges.

If you need more convincing why clothing makes a sustainable impact, check out the links below or check out this video.

- Sustainable fabrics?
- “Green” clothing certification
- Sustainable shopping
- Gadgets and freebies

Think about your goal and who you’re aiming for. Do gadgets really make the best impact? It is not allowed to give away gadgets or freebies unless deemed really necessary. When is it necessary? Well that is a difficult conversation. If you want to hand out stuff you should seek permission by Conferences. If you want to have a chance to be allowed to hand out freebies, you should consider the tips below, if you do not, your request will most certainly be denied.
Offer visitors the choice to get a gift or not, so instead of “pushing” a gift in the hand of everyone, put the gifts on the table and let people take a gift if they want to. Skip the one-size-fits-all gadget and let people pick what they’ll actually use, f.ex. choose between: Shower timers, reusable pencils or a mug. Also these are items with a clear use. Make these gadgets reusable for next time you have a promotional stand (have even more options).

Avoid giving out what folks might have tons of already, like Doppers or travel mugs. Alternatively, go digital with giveaways like gift certificates or recycled Thank You cards. Say thanks in an ultra sustainable way: give “green” giveaways: plants or consumables, “With this card we planted a tree/donated €… in your name”

Are you still in the brainstorm phase? Use our R-ladder and interactive tool to get going with your brainstorm.
Water is often forgotten when talking about sustainability. Did you know that only 1% of the water on earth is fresh water? And that the drinking water reserve is dropping at such an alarming rate that scientists estimate that around 2040 there will be a water shortage? Take water usage into account when organizing your event!

Impact of water usage:

Water scarcity is increasing in the Netherlands. All together we use more water, especially in the hotter parts of summer, and in the meantime climate change makes for less available fresh water. In addition, an increase in release of new substances into our wastewater complicates the water cleaning process.

The only solution is to be mindful about our water usage. Events contribute significantly to water consumption through installations at bars, toilets, etc. Moreover, the production of many purchased materials likely required substantial amounts of water.

Consider what should not go down the drain: To prevent excessive pollution of waste streams, carefully consider which liquids are suitable for disposal in sinks or toilets. Otherwise you might have to bring it to a waste collection point. Visit https://www.afvalsceringswijzer.nl/ to determine the appropriate disposal method for your waste.
Here is a brief list of materials that should not be disposed of through sinks or toilets:

- Fat and oil: Pour the fat or oil back into the packaging and dispose of it at an environmental station or waste disposal point. Often such points can be found at supermarkets.
- Fibrous textiles: such as wet wipes, sanitary pads and tampons should be properly disposed of in the waste bin. Please remind visitors to adhere to this by placing informative posters in the restroom facilities.
- Chemicals and drain cleaner: Collect it and dispose of it at an environmental station or waste disposal point. If you want to drain your cleaning supplies then make use of household products and no strong chemicals. In general, it is more sustainable to use natural substances instead of chemicals.

**Water usage within events**

The water usage within events can be very little compared to the water usage of the TU/e. It is also true, that we have not a lot of influence in our water sources or the water management. But perhaps there is something you could do, f.ex. think about the **water used at the bar** or the water used **at the toilet facilities** during your event. Also be very **carefull** with what is **thrown in the Dommel** and if it does occur make sure to plan in time to collect it. These facets are not included yet, but hopefully the manual will be expanded over the couple of years, if there are topics you think are valuable of adding or if there are experiences both positive and negative, please contact events@gogreenoffice.nl
Strategy is a more time-consuming and long-term part of event organizing. But it is something different from all the practical tips and tricks mentioned earlier. Perhaps even all-encompassing, but much needed part of sustainable event organizing. It can become less specific but has a bigger impact than most tips mentioned above, although less measurable.

**Event Strategy @TU/e**

**TU/e’s sustainable events policy**

Request an event? You can do so here: [https://tuenl.sharepoint.com/sites/intranet-facility-management-center/SitePages/request-event.aspx](https://tuenl.sharepoint.com/sites/intranet-facility-management-center/SitePages/request-event.aspx). On the website you can also find information on terms and conditions when requesting an event.

As of 2022, the TU/e has adopted sustainability as a new strategic priority to its Institutional Plan 2020-2025 and Strategy 2030.[1] A result from this is the sustainable events policy which is implemented as of Jan 2024. You can find it here:

It has similar themes to our manual: Social sustainability and vitality, Clean and green energy, Smart and green mobility, Circular and recycled resources, Green environment, Food and drink, Water and sanitation.

In the year 2024 there will be a focus on Food and drink and Circular and recycled resources (our Food & Beverages and Materials & Waste section).
Mandatory policy principles
Food and Beverage Theme:

1. Ensure at least 50% of the food offering is vegetarian (or vegan).
2. Implement measures to prevent food waste (including exploring options for redistributing uneaten food).
3. Prioritize local suppliers and Dutch ingredients.

Circular and Recycled Resources Theme:

1. Mandate the use of hard cups with a return system.
2. Do not use single-use plastics for the distribution of food and drinks; prioritize reuse.
3. Separate waste streams behind the bar/at food trucks (plastic and drink cartons, paper, swill, glass, residual waste).
4. Facilitate the return of cans and plastic bottles (when you offer/sell these).
5. Communicate digitally and minimize printing materials (where possible, avoid printing materials with dates on).
6. Preferably, do not distribute giveaways.

Ambitious policy principles (encouraged by TU/e, but not mandatory)
Food and Beverage Theme:

1. Calculate the CO2 footprint of the respective event in the area of food and beverages.
2. Show the CO2 emissions per dish visible to the visitor.
3. Offer a choice of organic products (no specific percentage).
4. Only provide sustainable types of fish (consult their Fish Guide).
5. Ensure that 70% of the food offering at the respective event is vegetarian (preferably vegan).
6. Halve the portions of meat.
7. Do not offer meat with high CO2 emissions (beef, lamb, and pork).
8. Opt for alternatives such as chicken.
9. Choose ingredients from the region where possible.
Circular and Recycled Resources Theme:

1. Calculate the CO2 footprint of the respective event in terms of resource usage/waste production.
2. Do not use disposable food packaging by eliminating packaging, offering reusable packaging, or promoting bring-your-own (Reduce/Reuse).
3. Provide reusable tableware (Reuse). Outside, glass, porcelain, and pottery are not allowed. Polypropylene is the most sustainable choice in those cases, provided the tableware is used at least eight times6
4. Separate waste streams PD-, paper, swill, and residual waste among visitors, including clear communication about this (Recycle).
5. Share materials among event organizers (‘Reuse’).
6. Use reusable (preferably biobased) stage materials if applicable.
7. Apply sustainable materials when necessary, such as for access wristbands. There are already wristbands made from hemp with embedded flower seeds that can be planted in the garden after the event.

FAQ can be found on [here](#):

On the same page you can find the following tools to help you achieve the policy points: Return systems for hardcups, decision tree use of glass or hardcups? Etc.

**Most Sustainable TU/e Event of the Year**

To incentivize our students and staff and reward their commitment in transitioning towards more sustainable events, we will be offering a €500 voucher to the "Most Sustainable TU/e Event of the Year"! TU/e organizers of both large and small events can nominate their event for the title of the most sustainable TU/e event of the respective year by submitting it to the Book My Space & Conferences team (reservations@tue.nl).
**R-Ladder**

A very useful tool to put next to any **decision making process**. If you adhere to this you can make sure your decision has taken sustainability into account, even though you might in the end choose not to go for the most sustainable option, this already has taken you some effort to at least not go with your default option (or the same thing you did last year). If you **rewrite your brain** to always think in those steps, you will see that it changes your perception on almost anything in life not only the part where you are in an organizing committee/job.

Refuse, Rethink and Reduce are on the top of the ladder and focus on prevention of consumption and production of products. **Re-use and Refurbish** in the middle of the ladder, in which extensions of the product life is key. **Recycle** is the bottom of the ladder and concentrate on the product’s end of life and the minimalization of impact.

Questions that accompany these steps are:

1. Do we really need it? (Refuse)
2. If yes, can we think of a better alternative? (Rethink)
3. Can we purchase smart and responsibly? F. ex. not too much? (Reduce)
4. How can we make sure it is reusable for next time or in case it is left over? (Re-use)
5. If left over and not useable on the same event, can we use it for something else? (Refurbish)
6. Can we throw it away responsibly? (Recycle)

The last part is often not really in our circle of influence, but thinking about what parts the product/item has and how it can be thrown away, in which bin, can it be disassembled etc. is something you can do.
It is a very broad one, so make it more applicable to the topic. In most of the tools in this manual, the R-ladder is the basis for decision making, checklists etc. Use this whenever and adapt it to your specific question or problem.

**Handprint and Footprint**

Most probably you have heard about your footprint, but what is your handprint?

- **Footprint** = negative ecological impact
- **Handprint** = positive ecological impact

Your handprint is thus the influence you exert on your environment in a positive way!

Things you can do in your role:
- Do not work on unsustainable things
- Look for interrelations between your role and potential influence on sustainability
- Things you can do outside of your role:
  - Putting things on the agenda
  - Raise sustainability as a question to you peers, in projects or to management
  - Inviting guest speakers (e.g. Lunch presentations) to kickstart internal conversations
  - Get a group of sustainability enthusiasts together and do some suggestions to management

**Step 1: Inventory**

This step is all about getting an image of your influence and you ambitions, your obstacles and your challenges. Write down all your successes, your wishes and your worries, discuss those. Then do an analysis of your ambitions do this without thinking about worries and challenges, be as free and as ambitions as you want to be. The next step is to then identify weaknesses and barriers, which can be small and large. Then discuss on what scale the impact of those topics or ambitions are, circle what has most impact and what has little impact, make scale of effort as well.
**Circle of influence**

The Circle of Influence, popularized by Stephen Covey, distinguishes between what we can control (**Circle of Control**), what we can influence indirectly (**Circle of Influence**) and what we care about but can’t control (**Circle of Concern**). The Circle of Influence helps people inform themselves on what is worth their effort and what is taking their up energy but cannot be altered. It empowers individuals to proactively shape their lives but is equally valuable in event organizing.

The circle of control can also be called the circle of direct control and one small adaptation could be to make a division of these circles into quadrants with different aspects of the event f.ex.: suppliers, organisators + volunteers, users and event itself. You could then group bar personnel, and gate personnel or food suppliers and podium suppliers etc... you get the jest of it?

Another way is to see what aspects of the previous topics (Energy, Materials&Waste etc.) are out of your control and which are fully in your control.

Lastly one can then also make a plan seeing there is a different approach (strategy, communication etc.) for all the groups written down on this overview.

**SMART goals**

Make sure your goals are achievable and measurable. The latter one is even more important if you want to know whether your effort has been worth it or not. Evaluating can be made very easy if we make a measure of how well the new implementation went and what impact it has had, not only on sustainability but also financially or in terms of effort. So discuss in advance how you are going to measure your alteration, your implementation.

**Step 2: Ambition and action**

At this stage you can start thinking about what do we want to achieve in the long-term vision, what do we want to change short-term and what can we do now. You can choose what topic of the manual (Water & Sanitation, Food & Beverages)
To start with and what topic to leave be for now. I suggest you **pick 2 topics or 2 items you want to start working on**. You should **balance the effort and the impact** here, you could for example choose one low-effort point and one high effort point.

Make a list of all what has to be done to achieve the ambition or goal. Then **divide the actions over time**, meaning the time you estimate to successfully complete the actions. Next **divide the actions over whoever will be responsible**, you can peek at everyone you wrote down your circle of influence here.

**Step 3: Evaluation**

Make a plan on when and how to evaluate the things you have implemented. Plan in it before the event has happened such that you don’t lose your motivation after the event has passed and you are perhaps tired or no longer to motivated to do the most important part of the effort.
COMMUNITY & ENVIRONMENT

This section is about the perhaps less intuitive side to event organizing, it is the responsibility you have towards the society in terms of social behaviour, supporting local community, ensuring accessibility and preserving biodiversity.

Alcohol and Crowds

It is not new to people that students consume a lot of alcohol, as young adults often test their boundaries. But in order to push the limits without major consequences other than a hangover, there must be a safe space for them to do so.

**Responsible hosting tips:**

Ensure that the focus of your event is not centered around drinking. Provide alcohol-free alternatives like mocktails, soda, juice, water, or coffee for your guests. Avoid scheduling sports or physical activities in conjunction with alcohol service, as individuals are more susceptible to accidents or injuries in such situations.

Offer substantial high-starch and high-protein foods to prevent guests from consuming alcohol on an empty stomach. Snacks that are salty, sweet, or greasy may increase thirst. If serving alcoholic beverages, consider measured drinks or appoint a bartender, as an open bar often leads to increased consumption.

For alcohol-infused punch, opt for a non-carbonated base like fruit juice, as carbonation can accelerate alcohol absorption in the body. **Cease alcohol service at least half an hour before the event concludes**, and provide alternatives such as desserts, coffee, and other non-alcoholic drinks. Always make sure water is available to those in need for some hydration.
Have a plan in place to **address guests who may drink excessively** and designate a responsible individual to assist in monitoring the situation. Of course all your bar staff must have a IVA certificate to be able to serve alcoholic drinks, so do not forget this. Next, consume alcohol in moderation yourself to better manage potential issues. If applicable, take proactive measures to prevent anyone who has been drinking from operating a vehicle, and be prepared for the possibility of overnight guests.
PART 3: Appendix

This section contains in depth information about specific things mentioned either in the checklist or in part 2.

This is the section where a lot of reference work is done and a lot of data and information is listed. Not all topics are treated here (yet). If things are not investigated in this part and you wish to have them researched. You can either do it yourself and share that info with the event manager of the GGO or you can contact the event manager to look it up and 90% chance it will also appear in the manual.
CO2 emission per travel

Data explanation

The emissions are calculated for travel. The emissions from generating electricity and producing and burning fuel are included, but the emissions from manufacturing the vehicles themselves or constructing the transportation infrastructure are not accounted for.

The emissions for tram, bus, and metro are averaged in the graph. The CO2 emissions in grams per passenger kilometer per mode of transportation are:
Bus: 117
Tram: 65
Metro: 43

There’s also one figure indicated in the graph for public transportation in general (‘Public Transport Average’). This considers a representative distribution between passenger kilometers by train (76%) and passenger kilometers by bus, tram, and metro (24%).

The graph assumes the average occupancy per mode of transport. In a car, there are on average over 1.3 persons. Hence, the CO2 emissions in grams per kilometer for a car are higher, as follows:

Electric car: 69
Hybrid car (petrol/electric): 145
Car (petrol): 195
Car (diesel): 172

**Compare CO2 with price and travel time**

The NS offers a travel comparator: compare public transport, car, and bicycle. Which mode of transportation suits your journey best? Compare based on travel time, cost, and CO2 emissions.

check out: [https://www.ns.nl/uitgelicht/reisvergelijker](https://www.ns.nl/uitgelicht/reisvergelijker)
What can you ask your caterer?

You might think they are your only options, so you have to choose them. But no one prohibits you from being bold and asking what options there are and what can be done.

- **Make sure they provide 50% vegetarian food to your visitors.**
- **More sustainable menu options with local, seasonal, and organic food.**
- **Specify that you would like sustainably harvested seafood and/or free range meats.** (but absolutely consider serving no meat at all!)
- **Specify condiments in bulk** (sugar, salt, pepper, ketchup, mustard, mayonnaise, peanut butter, jam, cream cheese, and butter) rather than individually packaged portions.
- **Request pitchers of tap water, rather than bottled water.**
- **Request organic, shade-grown coffee and tea.**
- **Always request Fair Trade products.** Fair Trade products include coffee, tea, sugar, cocoa products, and bananas.
- **Avoid serving boxed meals.** You can also ask/demand your caterer to not package every single course separately.
- **Specify reusable (non-disposable) utensils, cups, and dishes.**
- **Request linen napkins and tablecloths or preferably none at all**
- **Arranging the catering with sustainable ways of transportation.**
Caterers

Catering is of course budget related but I we have listed a few caterers below that are definitely worth checking out.

VEGAN Caterers:
- Jungle Café: everything is homemade, they opt for sustainable catering and offer good vegan catering. https://www.junglecafecatering.nl/
- Sister company mama terra provides business a holistic catering, plant-based, home-made and season appropriate. https://www.mamaterra.nl/catering
- Bakblik: Vegan foodtruck, their meals have 83% less CO2 emission than regular evening meals. https://www.bakblik.eu/
- Groenechef: Vegan food minimum of 8 people. They stand by food that is good for your body, your mind, the earth and all their animals. https://www.degroenechef.nl/
- Kaatfood: is a small local business that is very happy to think along and have budget tailored meals. Also non-vegan options. https://www.kaatfood.nl/
- GreenTwist: Local, Sustainable and biological catering. According to the website they use green energy and ecological cleaning products. https://greentwist.nl/catering/

Biodegradable, BioBased or Compostable?

Biobased is mostly a term for the origin of the raw material, it says nothing about sustainability. Biobased can be made from residual flows or raw materials that are grown and harvested specifically for the product and therefore require agricultural land and water. It means that it is made by biomass and renewable.

Biodegradable and compostable are terms that refer to the end of the lifecycle but also no synonym for sustainable. It means that the material can be broken down by micro-organisms either under natural conditions or under industrial conditions. All compostable materials are biodegradable but not all biodegradable materials are compostable. Compostable materials are thus no solution for litter or the plastic soup.

Examples:

PLA Beercups are compostable but do not break down under natural conditions and will not solve the plastic soup.
And now to give a full picture: not all biobased materials are biodegradable or compostable. It is also not necessarily desirable, especially when it comes to so-called drop-in plastic types such as bioPP or bioPET that are recyclable within the existing recycling systems. These plastic types are chemically 100% similar to the fossil variant and can be recycled in the same way as the fossil versions. You want to avoid mistaking these products for biodegradable, because they are not. This is sometimes thought by the use of the term biobased.


**Bring back or donate**

**Albert Heijn**
Short term retour:

“Not satisfied, money back. Also for online orders, but bring your invoice. Resolving in the store is faster and more environmentally friendly. You can also offset the product with your next order easily and quickly in the Albert Heijn app. If there ever is a discrepancy between the price on the receipt and the shelf price, we’d be happy to resolve it. Take your receipt to the service desk, and you’ll receive the item once for free. If you bought multiple pieces of the item, we’ll refund the price difference for the rest. Alcohol, medicines, and infant formula cannot be given for free. In this case, we’ll certainly refund you the price difference. The price guarantee does not apply to products above €50 or in case of a nationwide system malfunction. For AH’s own-brand non-food items: exchange is possible with the receipt, in the original undamaged packaging. For other non-food items with warranty, you can always contact our customer service for assistance. Empty crates with a 5€ deposit can be brought back at the service desk or given to the deliverer.

Long term retour:

you have **14 days** to put something on retour, but the products should not have passed the expiration date. Products that spoil quickly or have a limited shelf life, like food or flowers, cannot be returned due to health or hygiene reasons. Once delivered, breaking the seal means you lose your right to a return period.
**Jumbo**

Jumbo has **less information** on their website about bringing back products, but they are probably similar to Albert Heijn’s conditions. Your order can be picked up at a Jumbo Pick Up Point at a time you choose. You have the right to withdraw from the agreement regarding the purchase of product(s) within a period of 14 days without giving any reason.

As part of their mission to reduce food waste, you’ll find discounted items in stores with today’s date displayed separately. These “**Samen minder verspillen**” products are not covered by our usual shelf-life guarantee. Next, the jumbo crates with a 5€ deposit and the bags 0.1€ of delivered groceries can be brought back to the pick up point or to the deliverer. Again with long term retour: Products that spoil quickly or have a limited shelf life, like food or flowers, cannot be returned due to health or hygiene reasons. Once delivered, breaking the seal means you lose your right to a return period.

**Foodbank (Voedselbank)**

You can solely donate food that has **not been opened yet**. The foodbank has strict regulations for expiration date and no daily fresh products are taken in unfortunately.

If you have questions or you are unsure about certain items, as an event organiser you can always take up contact. In Eindhoven the food bank has a website: [www.voedselbankeindhoven.nl](http://www.voedselbankeindhoven.nl).

**Top 9 Food allergens**

Here’s a quick reference for substitutions to use in place of the Top 9 Food Allergens:

- **Milk (Dairy):** Almond milk, oat milk, rice milk, and coconut milk can be good dairy alternatives. There are also numerous dairy-free cheeses and yogurts available on the market made from almonds, coconuts, and other plant-based ingredients.

- **Eggs:** Applesauce, mashed bananas, or a “flax egg” (1 tbsp ground flaxseed + 2.5 tbsp water) can be used as egg replacements in baking. Commercial egg replacements are also available.

- **Peanuts:** Sunflower seed butter or almond butter can be used as a direct substitute for peanut butter. However, make sure the person isn’t allergic to tree nuts before using almond butter.
• **Tree Nuts:** Seeds like sunflower, chia, or pumpkin can be used instead of nuts in most recipes. Seed butters can also substitute for nut butters.

• **Fish:** For those who are not vegetarians, chicken and turkey can be used as replacements in some recipes. Tofu, jackfruit, and tempeh can be great alternatives for vegetarians and vegans.

• **Shellfish:** Like fish, shellfish can be replaced with chicken, turkey, tofu, jackfruit, or tempeh depending on the specific dish and dietary preferences.

• **Wheat:** There are many gluten-free grains that can be used as substitutes for wheat including rice, quinoa, millet, corn, and oats (make sure they’re labeled gluten-free to avoid cross-contamination). Wheat-free flours for baking include coconut, almond, rice, or gluten-free blends.

• **Soy:** Coconut aminos or tamari (if not gluten-sensitive) can replace soy sauce. Quinoa or chickpeas can be a good alternative to tofu.

• **Sesame:** For tahini (sesame seed paste), substitute with other nut or seed butters if the allergy profile allows. If the recipe requires sesame seeds for garnishing, use pumpkin seeds, sunflower seeds, or flax seeds instead.

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**Sustainable Beer Brewery**

Of course this sound weird, but perhaps choosing your beer with thought can make an impact! Considering that students are high consumers of beer, then at least make it sustainable, it is not gonna get any healthier anyway... Luckily sustainability is on the list of most Dutch brewery companies.

The Dutchman or woman drinks 79.3 liters a year (place 13 in the world ranking list... should we be proud? ). In the medieval it was 300 liters per year, however beer did not contain that much alcohol back then.

Looking at impact: you need 4-7 liter for 1 liter of beer. 80% of the Beer sold in the Netherlands is also sold is also brewed in our country. The biggest impact is from production. The CO2 emission of pilsener is less then that of craft Beer. The packing also has an influence, cause a can or a single-use bottle has 17 times more CO2 emission than a deposit bottle that is reused 25 times. However then sustainable transport becomes important. 95% of smaller independent brewery therefore do not have deposit bottles, along with arguments of economical reasons (storage).
1. Gulpener Brewery already started late 90s with local materials. They have a couple of biological beer: UR-HOP IPA, Sterk Rogge Tripel, UR-pilsener.
2. Oedipus Brewery takes up their responsibility by putting solar panels all over the roof. The Bostel (grainwaste) is reused as animal feed.
3. Bird Brewery: plant trees and donates water to compensate for their beer production.

The larger beer companies:
Grolsch has set up a sustainability strategy and tries to involve the SDG’s in their respective priorities. They have also put equality as a priority and they have a 50% women hired in management positions. The stats in 2021 were: 74% recycled palletwrapping, 2.7 kg CO2/ 1 hl Beer and 3.81 hl water/hl beer. For more data please check the website of Grolsch.

1. Heineken is now brewed on 100% green energy. It was 6.5kg CO2 per 100 liter of beer and is now on 0 kg because of biogas, sun- and windenergy. They are working on also improving on other branches in foreign countries. And their ambition is to be climate neutral as of 2030. Their barley is grown with attention for environment, social and economical circumstances of the farmers.
2. Bavaria (La Trappe and Palm) has noted that they have once boycotted a supermarket for not wanting to cooperate for more sustainable initiatives. They have however not shown much recent innovation. Their website also doesn’t show anything on their use of energy and water nor any other sustainability related topics.
3. More data (note this data is older): https://www.biernet.nl/blog/bierrez-ong-op-ba-sis-van-duurzaamheid

Impact of food

The impact of food on sustainability is huge. From production to consumption, food affects our environment, resources, and social equity. Sustainable food choices can reduce greenhouse gas emissions, preserve biodiversity, and support fairer food systems, contributing to a healthier planet for future generations. In other words we must not underestimate our positive impact, by thinking a bit about what we eat, or what type we eat.
For example if you eat **vegan 1 day**, you will save:

1 Animal live
4.164 L of water
18 Kg grain
3 m2 Forest
9 Kg of CO2

This was calculated as follows:

In the US, the average person’s yearly use of 405,000 gallons of freshwater is tied to meat, eggs, and dairy consumption, saving about 1,100 gallons daily when considering a mix of meats like pork, beef, chicken, and turkey, alongside eggs and dairy. Additionally, the grain saved by adjusting meat consumption amounts to 45 pounds per day per person. Moreover, the livestock industry affects vast areas of forested land, with estimates suggesting daily deforestation and alteration of 80,000 hectares, primarily for this industry’s needs, comprising 70-91% of the affected lands. Lastly, the calculation of carbon dioxide emissions is linked to feed conversion ratios and the yearly meat and dairy intake of the average American per person. If we would have an middle-sized event for 200 people for 1 day you can do the math and see that among many more things 200 animals are spared.

On average plan-based foods produce 50% less CO2 than animal based products. We need to globally reduce our meat consumption by around 50% as well in order to reach net zero by 2050.

Less extremist, but not less important are the options to choose cruelty-free foods, where the care for animals is ameliorated by some means. You should be amazed that pigs are considered the fifth-most intelligent animal in the world and that they are not only intelligent, they are also emotional animals. You can argue the brain content of a chicken, but the point is, that animals deserve good living conditions to pay respect for the fact that they bring us food.

Don’t forget the impact of **fair trade foods**, which provide economic, social and environmental benefits to areas of less wealth. They pay a fair price to the farmers that work hard to make a wage, they actively help out improving the way of farming and invest in better crops and yields. Next to that, the environmental benefits are the agricultural improvement which is stimulated and results in farmers using less pesticides and other chemicals. And of course social benefits for the farmer ensuring better rights and negotiable terms and conditions of their work while improving the quality of lives in rural communities.
Extra data on your impact reduction from foodNumbers on your food impact can for example be found here. Calculate your foo(d)tprint: https://foodfootprint.nl/
But many more research is available about this, if you find something super cool, please share it with us such that we can keep growing our knowledge.

**Local food and produce**

When providing food, local food has an advantage over non-local food. It is supportive of entrepreneurs/ small businesses that can help our economy flourish, but also provide jobs to people in the Netherlands. It is also less “transport-intensive” if that even is a word :) and can be a unique selling point of your event. There are multiple things listed here, if more things come to mind please let us know!

- The Lokaalwijzer website gives a map with a clear overview of local food providers in North-Brabant: https://lokaalwijzer.nl/province/northbrabant
- The website indebuurt.nl not only promotes a lot of cool small businesses but it always tries to find new hidden gems within a town. You can find a list of 6 delicacies only made in Eindhoven: https://indebuurt.nl/eindhoven/genieten-van/typische-eindhovense-lekkernijen~5432/
- Eindhoven shopper is a very local shop with regional products, they are very specific things and also not cheap but perhaps nice as relationships gifts or prize? https://www.eindhovenshopper.nl/collections/streekproducten
- Visitbrabant.nl is one of many existing websites that want to lure tourist to the region, you can find local touristic items of what is produced in North- Brabant, they might also be interesting for your event, e.g. If you have a large international public, why not have them experience brabant’s food! https://www.visitbrabant.com/nl/wat-te-doen/goed-eten-in-brabant/streekproducten

**Deposit system for tableware**

During an event you might sell food. Whether you do this yourself, or hire a third-party, check what system will be used to ensure no single use plastic is used. Check the labels on plastic free tableware and beware that tableware imported from other countries with a plastic free label might not comply with dutch rules. It is therefore best to buy these in the Netherlands.
Another option is to use reusable tableware. For this make sure you inform customers where they can hand in their used tableware. You can work with a deposit system, where guests pay an amount for the tableware and receive a refund when returning the object. Tableware is less likely to be stolen or thrown onto the ground, you can therefore also try out having no return system, you should then have volunteers who collect the tableware to store it in the right place. Lastly, if applicable to your event you can use a token-based system as described above, this might be useful for a food truck festival.
Waste-report

In order to get tangible results, numbers are required. In terms of waste, luckily you can ask the waste processor for data about this. Even from the year before. Insight is key. You can use any other waste tool, but ask yourself main questions about what kind of waste you expect to produce and what to minimize. If you cannot minimize, think of a way to recycle and upcycle.

Perhaps it is wise to calculate how much costs you save with reducing your waste. In terms of water and light, you will most likely not pay for that, this does not mean you should completely ignore it. Evaluate whether you can reduce your amount. Ask Real Estate on the data from your event, how much you have consumed. And write this down year by year and see what happens.

Write down how much money you save, reusing items and explain/calculate the long term benefits of more sustainable but expensive items. In the end, if you manage to reduce your (waste) production and consumption, you can surely use this to promote your sustainable event! Next, go over your budget and check how much money went into sustainable initiatives. Promote this or show your sponsors (More on sponsors below).

If in the future, time is on our side, we will hopefully add a waste report tool in the Manual! But for now we have some valuable links!
Types of cups and their environmental impact

**Soft cups (rPET, PP, PLA):**
PP has the least impact but cannot be recycled one to one. PLA has the most impact even though it is not made of fossil raw materials. rPET is the only material that can be seen as circular. Under the condition that the cups are recycled in a clean mono-stream (without other plastic and no ink-print on the cups.

**Hardcups (PP):**
PP is in principle more impact full than rPET which is recyclable. However it is found that reusable (instead of recyclable) cups are less impact full under the premise that they will be used a significant amount of times before thrown away. With reusable cups the loss rate and the efficiency of the washing station are the most impactful and if those systems are set up nicely the hardcups are less impactfull than soft cups as long as they are used more than 5 times before loss. [1]

**Conclusion**
As reusing is better than recycling and so the government has also opted for this similar approach. As hardcups are used more than 5 times their environmental impact is less than that of recyclable cups.

Regardless of the method chosen, regular inspections for signs of wear, such as cracks or abrasions, are important to maintain hygiene standards and ensure the safety of the hardcups.

**Cups companies:**
These companies work with modern washing streets that work on sustainable energy and work according the strongest hygiene requirements. I do want to stress that you please go for hardcups and not soft cups. And if you go for soft cups please don’t go for PLA but for rPET.

- Greencups: [https://www.greencups.nl/](https://www.greencups.nl/)
- Cupsstack (Grolsch clients): [https://cupstack.nl/](https://cupstack.nl/)
- Starcups: [https://starcups.nl/](https://starcups.nl/)
- Drinkcups: [https://www.drinkcup.nl/](https://www.drinkcup.nl/)
- Dutchcups (buying not renting): [https://dutchcups.nl/](https://dutchcups.nl/)
- Billiecups: [https://billiecup.com/nl/](https://billiecup.com/nl/)

Drinkcups is from Den Bosch so talking about sustainable they have not that far to drive. However your decision should be based on your budget and your feeling.
General tips on Hard cups

Experience from GGO
We have quickly summep up everything the GGO learned throughout its years handeling cups.

1. When loaning the cups, GGO gave them for free (only a fee when cups got lost). You can of course decide on your own if you want to set a small price for borrowing the cups. We strongly advice you to help each other out and make it as affordable as possible for everyone, without of course emptying your own funds. But think of small organizations (e.g. BBQs) or small associations and consider making your price flexible for those parties.

2. You should use/loan
   i. Either 1.5-2x the amount of visitors (such that you have enough clean cups behind the bar and you can keep up with washing).
   ii. Either 8x the amount such that you can give out cups and not wash them during the event. This is less sustainable but sometimes (depending on the format) easier for very large events. Suppliers will often advice this. If you hire them from a supplier they will be used more than once, not on your event, but by other parties such that it is still sustainable.

3. When setting up a loaning contract or user agreement a few things are impor-
tant.
   i. You should clearly state, who’s responsibility it is to clean the cups and cover all what if’s such that there is no dispute once somethings goes different than planned.
   ii. Secondly, make sure to either count the cups in presence of both parties such that there is no dispute in how many cups are given and returned.

4. Expect a 10% loss every event (due to breakage and people taking home their
cups)
   i. You can account for this by making sure the price of your cup is around the price of a consumption (usually the same coin is used for drinks and cups e.g. 1.25€ -2€). This way, every cup you lose is somewhat accounted for in income such that you can buy new ones
   ii. You can account for this by putting the cost of 10% loss on the budget and including it in the visitors price
   iii. You can account for this by having a fee when loaning the cups to others. Make sure this is then included in your contract beforehand.

5. Set up a deposit system. Find out how here!. Other sources are: Green events, Plastic Promise or others.

6. Keep them very clean, especially when storing them for a longer period. You need to make sure (or make sure the organization you loan it to does so) that
7. Cleaning the cups
   i. We advise a minimum of once per year where you clean them profession-
      ally at one of the above mentioned companies. If you use the cups more
      often twice a year or preferable a monthly industrial rinse.
   ii. The other option is to use a dishwasher, however this is often too small
       for the amount of cups and the cups get tossed around in the dishwasher
       because of their light weight.
   iii. Washing facility: Last option is to buy a washing facility, but very expensive.
       During large events, this can offer advantages in terms of speed and ease.
       They can also be rented online, but again this not cheap.
   iv. Cleaning during the event: cold water can be sufficient if you use the right
       soap. After that thorough rinsing with water ensures the removal of soap
       residue, preventing any potential aftertaste. Many other organizers in Ein-
       dhoven, such as Stratum, also use handwash with cold water and have re-
       ported no problem. Online research does tell us that warm handwash or
       commercial washing is much better, but that cold handwash does not bring
       health risks when done properly. Drying is very important when reducing
       hygiene risks.

8. Regardless of the method chosen, regular inspections for signs of wear, such
   as cracks or abrasions, are important to maintain hygiene standards and ensure
   the safety of the hardcups

9. Reservations
   i. large events order cups very early on (half a year) whereas smaller events
      are often a few weeks in advance and on some occasions the week itself.
   ii. Intermediate events are often less experienced and need more support
       with the deposit system. They can also contact GGO for this 😊.
   iii. We advice to put a deadline for the reservations to give yourself some
       time, to schedule pick-up and return.
   iv. You can try to maintain a time window where people can pick up and re-
       turn the cups. We experienced that during the event season (May til June)
       it is very busy and your agenda can become flooded with reservations. Of
       course your agenda might be a lot less busy but it could help to have a set
       half an hour in your day where you can hand-out or get back cups (GGO
       did it between 17:30 and 18:00).

10. If you have a very large event, those small amounts of cups are not going to
    cover your event. You could then hire cups from a company, you can find a list
    above. Most of the time you can hand in the cups without cleaning them. But
    make sure you have a good deposit system and account for the costs of hiring
    the cups in the beer price or ticket price.
**What about the safety of hardcups**

Hardcups, typically made from sturdy materials, reduce the likelihood of breakage or shattering compared to traditional glassware, mitigating the risk of accidents or injuries caused by broken glass. Their durable nature also minimizes the potential for sharp edges, making them safer for handling, especially in crowded or bustling event environments.

However, “strepen” or throwing the hardcups can lead to serious injury (e.g. permanent damage to the eye). As organizer you should be very clear to your audience (and perhaps the performer) that throwing your hard cup is prohibited.

**Are there hygiene risks?**

No, you are not in danger, but there are things to pay attention to:

It is important to refresh your water from time to time. Using warm, soapy water and a dedicated brush or sponge helps remove any residues or stains effectively. But cold water can also be sufficient if you use the right soap. After that thorough rinsing with water ensures the removal of soap residue, preventing any potential aftertaste. Many other organizers in Eindhoven, such as Stratum, also use handwash with cold water and have reported no problem. Also online research tells us that the cold handwash has most risk relative to warm handwash or commercial washing but does not form any risk. Drying is very important when reducing hygiene risks. When in continual use, it doesn’t really matter if the cups are wet, but when the use is limited or when the cups are being stored for a longer period of time (more than two days) proper air drying or towel drying in a clean environment is essential to avoid bacterial growth.

For large events, using a washing facility can offer advantages in terms of speed and ease. They can be rented online and ensure thorough cleaning and sanitization.

Other FAQs can be found [here](#).
Return systems for hardcups

Setting up a bar with hardcups and a return system can be a great way to make events more environmentally friendly while managing costs. At the TU/e campus, you are required to make use of reusable glassware, such as hardcups. As an event organizer, you can use the following steps to implement this:

Step 1: Legal Requirements and Permits
Determine and comply with local legal requirements and permits related to alcohol service and the use of hardcups. Ensure you have all necessary licenses and have requested your event at the Facility Management Center.

All events on TU/e campus are considered a closed event. A closed event takes place at a location with a fence, such as a music festival, concert, sports event in a stadium, indoors, or outdoors. From January 1, 2024, the use of plastic disposable cups and containers will no longer be allowed at closed events. Instead, a circular system, where cups and containers are returned for reuse, is mandatory.

Step 2: Find Sustainable Suppliers
Search for suppliers of reusable hardcups that meet environmental and food safety standards. Ensure compliance with food safety regulations. It is also useful to try to find places (e.g. student associations) where you can borrow hardcups.

Step 3: Purchase Hardcups
Order a sufficient amount of hardcups for the event, consider the expected number of guests, loss or damage of some cups, and event duration. Also take into account the options for cleaning the cups during the event. These cups can be cleaned thoroughly in washing machines with warm water or you could rinse them with cold water and the right soap at the bars. Ask your supplier for the correct hygiene standards. You can rent these machines during the event or when renting cups you can often send the cups for cleaning afterwards.

Step 4: Implement a Return System
Decide whether to use a deposit system or a token-based return system. A deposit system entails guests paying an amount for the hardcup and receiving a refund when returning the cup. A token-based system requires guests to exchange tokens for a cup and return the cup to get their tokens back. Guests receive a free token upon entry, and losing them should incur a penalty of at least €1 for a new token. This price gives attendees an incentive to return their cup to the bar and helps cover your costs for lost cups. Clearly communicate that the token has no value after the event.
For closed events we recommend using a token-based system
In some cases, the level of social control at an event is so high that a return incentive is not necessary to make a cup return system work. Consider small-scale gatherings organized by study associations, for example. It is up to the event organizer to assess whether a return incentive can be omitted.

Step 5: Inform Staff
Ensure that all bar staff are familiar with the return system and know how it works. Train them to recognize the event’s hardcups and tokens. Show them where to put used hardcups and designate volunteers responsible for cup cleaning if you choose to clean them on-site.

Step 6: Communicate with Guests
Inform guests in advance about the return system, possibly through social media. At the event, use clear and visible signs and announcements to remind guests about the system and how to participate. Explain where and how they can return their hardcups.

Step 7: Last cup
To ensure that visitors also return their last cup before leaving an event, it may be necessary to build in a second return premium. The two questions below help assess whether it is necessary to build in a return premium for visitors’ last cups.

Deposit system: The deposit amount works as a return incentive for the last cup, so the return incentive for the last cup is already built in. The visitor gets his or her deposit back when the last cup is returned.

Token-based system: Recycle tokens have no financial value. We recommend that event organizers use a non-financial return incentive. For example: a code for a chance to win a prize. Event organizers are advised to tailor this “last cup return incentive” to the target audience of the event. Since it is a fenced area, a person can also be used for additional control at the exit.

Step 8: Evaluate and Adjust
After the event, evaluate the return system’s performance and discuss the results with your team. Consider making adjustments for future events based on feedback and performance.
Implementing a return system for hardcups at events can help reduce waste, save costs, and have positive environmental effects. It’s crucial to plan the system carefully and ensure that all stakeholders, including guests and volunteers, are well-informed.

**Need help designing the cup return system? You can always contact the Go Green Office!**

**Plastic free?**

Many cups and containers that look like they are made of cardboard contain plastic to make them water- and grease-resistant. Even cups and containers with a “plastic-free” label may contain plastic. So a label does not guarantee exclusion from regulation. In the Netherlands, plastic-free means that the product contains no (added) polymers. Other standards are sometimes used abroad, so the plastic-free logo from Germany, for example, is not valid in the Netherlands. Cups and containers made from bioplastic also fall under the new regulations, since composting is not (yet) possible on a large scale. In addition, the composting time of these materials is often longer than the turnaround time of composting facilities. Moreover, compost does not yet always meet the specific quality requirements to be used as a soil enrichment agent.

**Promotion tool**

Promotion tool can be used to guide you with making a promotional plan. Feel free to use this or to scroll through specific needs.

**General tips on promotion**

It is important to let the promotion **fit the target group**. In that case it will appeal more to the public you like to reach. The narrower the target group the more specific the promotion can be. Moreover, if the target group is very specific, an investigation about what style of promotion material and via which channels or media can be made.

Make your content **unique and valuable**. Often, when people see your promotion they are not intentionally looking for it and therefore it’s your task to make it stand out so that the person memorizes it and mentions it to his/her social group. There-
fore, it should be unique and fit the target group. Also the content should be relevant and helpful for the person who views it; i.e. he or she should get something out of it, like tips & tricks or other relevant and valuable information.

Create **consistency** and coherence in the messages you send out. This way the image people have can get more uniformal. This message should always be clear. A **strategy is key** for a coherent story. Personalize your content. A clear style is helpful to make people recognize your brand. This creates consistency. When a brand image is consistent, people start to recognize it. This is also why it’s good to reuse your promotion.

**Networking**

In order to convince people to take action, networking is very important. Here you can find tips on how to do it efficiently. “Networking is about planting relations“.

Keep in contact with your audience. **Personal connection** is important to convince people to come into action, for example, to visit an event. Also they can be more willing to do something for the sake of the event itself, but also because you convinced them that this way of coming into action is what they want themselves as well.

**Get to know your audience.** Additionally, communicating with people with whom there are already connections can be easier. Therefore networking comes in handy. Personal contact is key. This networking can be in the format of giving a presentation, sending emails, attending events or talking one-to-one. Adapt your story to the personal values of that person. Another example of networking is giving presentations during lectures. Or walking around on campus and talking to students / employees Thereby, it’s important to adjust your approach based on who you are networking with.

Also, for **one-time event** organizers this latter tip can be usefull! Showing your face and being visible is key for selling your event. Make your promotion as personal as is possible. If you have the opportunity to sell one-to-one tickets, you are far more likely to persuade people with promises and puppy eyes! Also people with less backbone will be persuaded more easily by your conversation then a poster.
Interactive tool

Promotional Plan Tool

Target group

What is your target group? (be specific not just students, really think about this one)

What is the target’s group interest in your event? (what can your visitors gain from your event)

What is their interest in general?

What social media channels does the target group use often?

Where does the target group physically hang around often?

Goals

What is the goal of this specific promotion? (most of the time quite obvious)

What is the call to action? (do you include an active response from your target group?)

What do you want viewers to remember from your promotion?

Can you include sustainability in your promotion? (Think about
whether this could be used as per-suasion)

Is your (end) message clear?

**Can you make a coherent story?**
(not only through design but also through multiple subsequent promotion)

**Channel**

What media channel will you use? (Facebook, insta, physical..)

What visual style can (will) you use?

**How will I reach people on this channel?** (paid promotion? Or via tagging or via channels that are already there, think of the TU/e Eindhoven Instagram or curs-or)

**Stickers**

It does not come as a suprise when I advice you to avoid Stickers! Stickers are made from vinyl, which is extremely toxic to produce and even more toxic to consume. When a vinyl sticker breaks down, it leaves behind tiny pieces of micro-plastic that ultimately pollute our land and waterways. Please don’t fall for the ‘eco-friendly’ label without further information or certificate. Alternatives: You can choose from paper stickers, PVC-free vinyl, or glue-free stickers - removable without residues, reusable and recyclable (Yupo stickers). Just consider if you really want one and whether it is really important you have one. And if you made the decision of buying them, buy them in a responsible quantity and do not treat them carelessly. I refer you to the R-ladder in the appendix.
Impact of paper

Sustainable paper = paper that largely consists of recycled paper and cardboard. The remaining portion is supplemented with wood from responsibly managed forests (meaning sustainably managed). Sustainable paper requires less wood compared to ‘regular’ paper, which is entirely made from wood fibers. Additionally, much of the sustainable paper is produced more energy-efficiently and in an environmentally friendly manner.

80% of the new paper produced in the Netherlands is made from recycled paper and cardboard. And over 90% of all used paper and cardboard is collected and reused.

New paper is made from cellulose (pulp), a key component of wood. Both recycled paper and new paper require water and energy for production, leading to environmental impact. It takes the same amount of energy to make paper from old paper as it does from wood. However, there is a difference in water and land usage. The production of recycled paper consumes less water compared to making new paper. This is because less water is required to make new paper from recycled fibers (old paper) than from cellulose (wood). Water usage also depends on the environmental policies of the factory. Recycled paper has the environmental advantage of not requiring agricultural land for tree production. Still after being recycled six or seven times, paper fibers become too short to be usable. One-seventh of the annually harvested wood is used for paper production. Most of the wood for Dutch paper comes from Scandinavia. But nowadays production forests are use which are carefully managed.

Sustainable paper labels
There are many labels for paper, like MANY. Why so many? Someone must have thought that more is better, but let us go through the ones that regard to the environment.

- FSC label: Forest Stewardship Council, internationally independent label that ensures that the raw materials for wood and paper products come from managed forests, with attention for the people that are dependent of the forest.
- ECF label: Elementary Chlorine Free, paper that is not bleached by chlorine solely but with a chlorine-oxygen compound which is less harmful to the environment.
- Europese Ecolabel: paper that is produced in a sustainable way, companies
have high restrictions in their water, air and energy usage. They also are prohibited of using chlorine gas as a bleach.

- **PEFC label**: Programme for the Endorsement of Forest Certificate: International label that the wood and paper products come from managed forest and that the forest remains.
- **ISO label**: there are many ISO labels, ISO 14001 certificate means there has been contributions to the management and minimalization of environmental risks. ISO 50001 certificate ensures improvement of energy use and (often) the use of green energy.

**Printing companies**

Choose a printing company which offers sustainable options, such as non-toxic ink and recycled or FSC certified paper. The Forest Stewardship Council certification ensures that products come from responsibly managed forests that provide environmental, social and economic benefits. We have collected a few companies, which print in a sustainable way.

- **Ruparo (Amsterdam)**: Offer all kinds of paper: L Nautilus Superwhite (100% recycled), Denimized jeans (50% recycled jeans, produced in the Netherlands), VoorBIJ paper (70% recycled fibers 30% flowery roadside grass), Earth Pact Natural (Agricultural waste), Freelife Kendo White (40% post-consumer paper waste, 50% sustainable wood, 5% hennep). And a lot of others! [https://www.weloverecycled.nl](https://www.weloverecycled.nl)
- **Peterprint**: uses FSC-certified paper, and plants extra trees in cooperation with Trees for All. [https://www.peterprint.nl/](https://www.peterprint.nl/)
- **Green giving**: Doppers, sustainable clothing, relationship gifts all kinds of printjobs! They even have growing paper and sprout pencils, with seeds that you can plant it after use. [https://www.green.nl](https://www.green.nl)
- **Drukbedrijf**: All sorts of printing and objects. [https://www.drukbedrijf.nl](https://www.drukbedrijf.nl)
- **Groenprint**: papers from tomato residue and offers CO2 neutral paper, because they make up for their footprint by planting trees and using green energy. [https://www.greengiving.nl](https://www.greengiving.nl)
- **Print en bind**: have some FSC-certified options as well, they are not as sustainable as those above, but perhaps they fit more in your budget.
Impact of clothing

Of course there are two types of textile fibers: natural and synthetic. This however does not per se tell you anything about sustainability. For example conventional cotton is one of the thirstiest and most chemical-intensive crops to grow. However the recycling of fiber also play a good role in this.

But let’s define sustainable fabric: “Sustainable fabrics take into account where the material comes from, the processing and the end-of-life prospects.”

Most sustainable and eco-friendly fabrics:
- Organic hemp: one of the oldest fibres used. Can make food, building materials, cosmetics and fabrics. Low maintenance plant: requires little water and no pesticides, and sustainable if grown without chemicals to speed up the process.
- Recycled cotton: Organic cotton has no harmful pesticides. GOTS certified cotton is consciously grown cotton. However it was found out that it might not be so after all. Recycled or upcycled cotton is made using post-industrial and post-consumer cotton waste. It reduces water and energy consumption.
- Organic linen: Little maintenance required, biodegradable (can be composted into paper), every part of the plant can be used. Manufacturing does give some emissions though.
- Recycled fabrics: no new use of water, energy if second-hand. Recycled polyester is made from plastic bottles and skips the intensive process that normal polyester goes through, however polyester still releases microplastics when washed.
- Lyocell (Tensel), made from wood pulp, biodegradable, water and chemicals used during production are usually able to be recycled.
- Econyl: made from synthetic waste. Similar to nylon. Also sheds microplastics though.
- Piñatex: Vegan leather, most fake leathers are made from plastic, however this is made from pineapple leaf. The leaves were always discarded until the discovery that they are able to be made in fabric. On the downside: pineapples cultivates a lot of resources. Psst: you can also look up bananatex 🌾
- Qmonos: spider silk, however it is synthetic so no spiders are used and it is vegan-friendly. Extremely durable and strong and lightweight and flexible at the same time. However super expensive 🌾.
- Deadstock fabric: Old fabric that hasn't been sold.
- Bamboo is often advertised as super sustainable. And it is a highly sustainable plant when grown the right way. However how it is manufactured is harmful. It is more sustainable than regular cotton and polyester, however.
What to **avoid**?

- Polyester: essentially plastic.
- Nylon: made from fossil fuels
- Acrylic: plastic threads, and use of fossil fuels
- Cotton: the natural cotton has high water consumption and high level of pesticides.
- Rayon: comes from wood pulp, like lyocell, but requires harmful chemical to convert to cellulose.

Sites often don’t display sources, which makes finding reliable data very difficult. Also some sites opt to use Scores such as the Higg MSI score or some other impact assessment to categorize these fabrics.

Let’s: start by looking at the Carbon Footprint:

**Cotton** 8.3 kg CO2e per kilogram fabric
**Acrylic Fabric** 11.53 kg CO2e per kilogram fabric
**Linen** 4.5kg CO2e per kilogram fabric
**Nylon** 7.31kg CO2e per kilogram fabric
**Silk** 7.63kg CO2e per kilogram fabric
**Viscose/ Rayon** 14kg CO2e per kilogram fabric
**Wool** 13.89 kg CO2e per kilogram fabric
**Polyester** 6.4kg CO2e per kilogram fabric

Note these numbers merely give an indication!

What about water usage:

In the waterfootprint of fibres are multiple separate footprints included: i.e.

To give you an example, the Green Waterfootprint is usually from plantations. The Bue water footprint of viscose is mostly filament yarn production or wood processing. The Grey water footprint can be the refinery phases for example in polyester.
Cotton   0.25-0.4 m\(^3\) water per kilogram fabric
Acrylic Fabric     - m\(^3\) water per kilogram fabric
Linen    0,4 m\(^3\) water per kilogram fabric
Nylon    0,16 m\(^3\) water per kilogram fabric
Silk    17,4 m\(^3\) water per kilogram fabric
Viscose/Rayon 0,3 m\(^3\) water per kilogram fabric
Wool    0.2-0.3m\(^3\) water per kilogram fabric
Polyester   0.1 m\(^3\) water per kilogram fabric
Leather   0.4 m\(^3\) water per kilogram fabric

The following site shows the **difference between more sustainable (certified) fabrics compared to their regular counterpart**.
Eg: 0.3m\(^3\) water saved with biological cotton with respect to regular cotton. 41% less CO2e when recycled wool in stead of standard wool, equal to 1,1 tree collecting CO2 a year long.
Find it here: [https://www.farfetch.com/nl/fashionfootprinttool](https://www.farfetch.com/nl/fashionfootprinttool)


**“Green” clothing assurance**

Certifications or standard :
- **Bluesign**: independent standard focusing on legal compliance in relation to environmental health and safety. The certification standard combines aspects of consumer safety, water and air emissions and occupational health, with a particular focus on the reduction of harmful substance usage at early stages of production. [www.bluesign.com](http://www.bluesign.com)
- **CMiA**: Cotton Made in Africa, combats poverty and promotes environmental protection.
- **Cradle to Cradle**: label that evaluates company efforts regarding: eco material, re-cycling, renewable energy, water efficiency and social responsibility. (Multi-level certification: Basic, Silver, Gold or Platinum) so a allrounder.
- **Fairtrade**: A mark of fair terms of trade, better prices for workers and security and economic self-sufficiency as well as sustainable production practices.
- **GRS**: Global Recycle Standard verifies the amount of recycled parts of a product, it provides a track and trace system that ensures the claims made about a
product can be officially backed up.

- GOTS: Global Organic Textile Standard environmentally responsible manufacturing, world-wide recognized requirements.
- Textile Exchange: a non-profit member-based organization dedicated to create a strategic shift for sustainable textiles.

**Shop sustainable**

When you are looking to **shop on your own**: check out: https://www.projectcece.nl

If you are wondering on the numbers concerning your shopping behavior, for an indication, you can visit: https://www.ethical-clothing.com/fashion-calculator/ (or some other source)

But when looking for **large amounts** of clothing I hope the budget is flexible. Tip: also make sure the company is flexible in returning shirts or what the time in advance you need to order. In short, think in advance what your specific needs are before looking at the price or the shirts itself.

It is likely that your own supplier already has a sub category, look at it. This is what I found alternatively:

- Drukbedrijf: sustainable subcategory, has lots of other stuff perhaps a deal can be made here. https://www.drukbedrijf.nl
- Green premium: 5-15€ per shirt so definitely more expensive. https://greenpremium.nl/catalogus/duurzame-kleding
- Continental Benelux: https://shop.continentalclothing.nl
- Healthy seas socks: made from bottles fished out of the ocean, https://www.healthyseassocks.com
- Wordans: also wordans has a sustainable sub category. https://www.wordans.nl/producten?select=sustainable
- Green giving: again all sorts of products here, as well as clothing, quite expensive though. https://www.greengiving.nl/

If you find any other sites: please do tell me (events@gogreenoffice.nl)
Give-aways and Gadgets

According to the sustainable event policy as of January 2024, you are strongly discouraged to distribute gifts/giveaways. If deemed necessary: Remove the packaging before distribution (or have the person do it themselves) so that waste can be separated immediately. For example, remove the plastic from ice cream bars and collect it separately.

But be wary as most giveaways will not be approved of as necessary. You can choose to opt for different giveaways that have a positive impact (increase your handprint). Things that support a good cause, carbon credits, plant trees. Preferably virtual or experiential gifts, not physical ones.

Here you can find an infographic on the use of promotional products. Try to only consider phase 2 or recommended products.
Camping and tent waste

Unfortunately having a camping site is one of the most wasteful things to have as an event. But for those few that have a camping, there are some tips to use.

Cheap tents are often made out of polyester or nylon with a coating of silicone or acrylic polyurethane, with poles made of carbon fibre and pegs made of aluminium. Synthetic fibres such as nylon and polyester are polymers derived from fossil fuels and generally do not biodegrade.

Even before accounting for disposal, tents take a fair amount of energy to make. Based on estimations by consultancy Julie’s Bicycle, the manufacture of a typical 3.5kg tent emits the equivalent of as much as 25kg of carbon dioxide and contains the equivalent of around 8,750 straws or 250 pint cups of plastic. This is about the same amount of CO2 emitted by a car driving 100 miles – without even taking into account the additional energy it takes to transport the tent to shops or to transport it to a landfill.

A solution to reduce tent waste could be introducing pre-pitched campings, which could significantly decrease the discarded tents after festivals. Intro has used pre-pitched campings and that was a pleasant experience. But be aware of the budget. Another option is to have a clean-up fee as part of tickets for visitors which they can reclaim after they have cleaned up their campsite and returned their filled trash bags once the festival has finished.

Other tips regarding the sustainability on a camping signs are: Put signs up ask people not to spit toothpaste or mouthwash on the ground after brushing teeth. Choose/hand out Eco-Friendly Personal Hygiene Products. There are plenty of eco-friendly options available.

BEST PRACTICE:

Hajraa Buto has handed out special (statiegeld) deposit bags for camping visitors and donated the upbringing to a charity, they raised a lot of money!
TU/e Campus

Reserving rooms and fields
Large event fields
Where to hold your event?
Preferably on fields such as the Flux-field (9A,9B) or the field at Metaforum (8B). Not on fields such as Field 3 (between Flux and Fontys building), there are no good facilities meaning an aggregate is needed :( . However these are fields where tents are able to be placed. But don’t hesitate to ask Conferences where your event could be held the best.

Find more info on this campus site map.
On this page you will find a detailed drawing of each event site on campus, on which for example the facilities are listed.

General reservations
When reserving things you can use the following links:
Grass fields on campus: https://tuenl.sharepoint.com/sites/intranet-facility-management-center/SitePages/request-event.aspx
Sports fields of SSC: You can place a reservation via Peter Geurts (p.geurts@tue.nl)
But check out this link!
https://assets.w3.tue.nl/w/fileadmin/Student_Sports_Centre/Infodocument%20Rental%20SSCE%20facilities.pdf
Rooms (less than 1 week in advance): [https://fmis.tue.nl](https://fmis.tue.nl)
(Larger Rooms (more than 1 week in advance): [https://fmis.tue.nl](https://fmis.tue.nl)

**Conference rooms**
You should be very quick with reserving rooms for conferences as some are already planned a year in advance. Contact us via email or call +31 40 247 4000.

**Auditorium**
The Auditorium has 16 lecture rooms varying in size along with the Blauwe Zaal, the Senaatszaal, the Voorhof, the Congresbalie and reception rooms.
De Zwarte Doos
De Zwarte Doos has three meeting rooms, a film theater with a lounge and Grand Café.
Contact us via email or call +31 40 247 4000. Conferences

**Digital promotion @TU/e**
**Messaging on the coffee machines**
The editorial staff of CEC make their own choices, so it is not possible to make publication requests for the coffee machines via lisservices@tue.nl.

**Narrowcasting screens general**
If you have a request for the placement of content, check the list below or, send an email to LIS Services.

**Specifications:**
**Message (slide)**
For every announcement, only 1 slide will be placed.
You always have to deliver your content as a landscape .jpg or .png image with a ratio of 16x9 and 1920x1080 pixels.
The resolution for the large LED screen outside in Forum has been updated and also requires the standard ratio of 16x9 or 1920x1080 pixels. Please read the content principles for the large LED screen in Forum.

**Video**
Duration: max 30 seconds
In .wmv or .mp4 format
In some locations, videos played via digital signage (LeftClick) may appear somewhat choppy.
This may be due to older players that cannot handle a high bitrate of video.
It is recommended that you use these settings:
Management narrowcasting screens per building

Atlas
General screens
There are three general screens on the ground floor of Atlas for use by FMC and CEC.
On floors 1 and 10, there are screens for use by CEC. These screens show general messages from the CEC.

ID screens
On floors 2, 4, and 6, there are screens for use by ID.
Content manager: Annemarie van Malsen

IE&IS screens
On floors 2, 4, and 6, there are screens for use by IE&IS.
Content manager: Frederieke Baas-Kappe

General information
For Atlas, the agreement is that FMC can use all screens to show information that is relevant for people who work in Atlas.
Content manager: Jessica Claessen

Auditorium
For activities held in the Auditorium, FMC has priority to display messages for the visitors of these activities. For instance, for PhD defenses. This is also true for some screens in Atlas. Outside these moments, CEC or Cursor will show content on these screens.
Contact: Karine van den Wildenberg, she has a supporting position; the content itself is supplied through Conferences.

Flux (+Spectrum)
The screens in Flux are used for Applied Physics (AP) and Electrical Engineering (EE).
For certain screens on floor 1, it has been agreed to show general information from CEC and Cursor. This is also true for some screens in Spectrum.
Content manager: Pauline Hoen

Helix
The screens in Helix are used for CE&C.
Content manager: Bianca Moonen - Tossaint

Luna
In Luna, there are two screens. They show general messages from the CEC and Cursor.
Content manager: CEC

Matrix
TU/e innovation Space
Some of the screens in Matrix can be used by innovation Space.
Content manager: Imanda Scholten

MetaForum
Forum big LED screen
The player of this screen has been updated to the standard ratio of 16x9, 1920x1080 pixels.
The CEC and Cursor place content on this screen.

General screens
There are several general screens in MetaForum. They show general messages from the CEC and Cursor.

Education and Student Affairs (ESA)
ESA can place messages on certain screens on the ground floor. CEC and Cursor can also use these screens to show information. In addition, there is a screen near the ESA counter that exclusively shows ESA information.
Content manager: Annet Zonneveld

Library and Information Services (LIS)
The library has its own screen near the counter for library information.
Content via: Library Helpdesk

The LIS Servicedesk has screens near the counters to display their own information.
Content manager: Steven Fritts

Mathematics and Computer Science (M&CS)
M&CS has screens on floors 4-7.
Content manager: Martijn Luyk

Eurandom
Eurandom has a screen for their use in their own space.
Content manager: eurandom.office@tue.nl

EnergyForum
There is a screen at EnergyForum with their own information. This is a slide published by the CEC.
Content manager: LIS Services

Vertigo
Built Environment (BE)
There are screens that belong to the department of the Built Environment (BE) in Vertigo, for their own use.
Content manager: Angelique Kanters

TU/e logo Vertigo roof
Real Estate (RE)
In addition, there is the TU/e logo on the roof of Vertigo.
Content manager: Karin van Dorst (RE)

JADS
At the Den Bosch location, there are several screens.
Content management goes through JADS Communications.

Other in depth tools
There are many other tools and sources of information found on the internet, if you find one very useful please do inform us.

For an improvement in your waste plan. E.g. Julie’s Bicycle Tools has published is the “Afvalvrije-Festivals-Tool-kit (Dutch)” perhaps by scrolling through it you can find some useful stuff. Check out page 51-66!

are free to use, all you have to do is make an account (free). You can collect data after your event and enter it into the CG tool. The output is your carbon footprint and breakdown!

Other websites such as Greenevents.nl and other GGO’s are really worth checking out.
Prevent undesirable behaviour

Humans are pack animals with strong need for social acceptance and interaction. Individuals gathered in groups or crowds can behave different because of that. The most common psychological effect of a crowd is that it offers an opportunity for anonymity and reduces the feeling of responsibility. It can be both positive and make someone belong somewhere, but it can also work negatively. Reduce the risk by identifying disorderly people early on and reducing their anonymity. It is often enough for the staff to show that they saw what happened to stop it from progressing. Also making the staff or security visibly present can help this.

Emotional charges in gatherings usually build up over a longer period of time, but often it is a particular incident that sets everything off. Factors that might charge a crowd are e.g.: delayed artists, sold-out items, special effects, the artist's behaviour, thrown objects, rush for good spots, rivalry between sub-groups and weather. It is good to be aware and to see the signs of emotional charge building up. Prevent it by having clearly instructed staff that can convey clear messages to the visitors (bad example: Staff A says it is still possible to buy beer, Staff B says the bar is closed.) Have a good structured event which is well communicated to the visitors. Provide a queuing system at the entrances and exits.
Speaking with the right tone in accordance to the aggravation:

- Stage 1: be pleasant and happy, smile, create a positive mood and good relations with the crowd
- Stage 2: Inform visitors, show them the right way or give them tips
- Stage 3: Calm down, restrain crowd managers
- Stage 4: Get security to act, manage or perhaps remove individuals from the crowd.
- Stage 5: Stop the event temporarily and use peer pressure by speaking to the whole crowd.

Reduce the possibility for tension when your visitors are intoxicated. Try and take into account crowd capacity and avoid crowd congestion at entrances and exits or other important locations. Congestion and waiting lines will often cause irritation and friction between people. More than 7 people per square meter is called high density, leading to pressure surges and anxiety. Also good to know: People in a crowd move in a certain way, i.e. they will use visible shortcuts and avoid unnatural detours (e.g. having to go in the opposite direction first to reach their goal), so close off unwanted shortcuts and prevent difficult directory.

The choice of having your toilet and sanitation area separated by gender is a difficult topic, as it also has to do with gender diversity and equality. However it could be a safe space for visitors to go to when feeling unsafe. Make sure that the toilet area is well lit and not too far away. When you keep them clean and accessible it will prevent people from urinating in unwanted areas.

How to deal with Undesirable behavior

From time to time, when alcohol is in play, people might start to behave differently. Aggression, violence, intimidation, harassment, discrimination or other unwanted all fall under the category undesirable behavior and are not tolerated. If that comes to your knowledge as an organizer or as staff, it is nice to know what to do in such a situation.

Reporting undesirable behavior can be done with confidential advisors or in worse cases with the police.

If a person is in extreme stress, the body prepares for fight or flight and as a result it will be difficult to communicate with a person that experiences extreme stress or an agitated audience. Use little words and be as clear as possible what you want from them. If you have a small event and small medical assistance is needed get your BHV. If more advanced medical assistance is required call the TU/e security.
(040-247 2020), they will in turn call 112 but they are trained to be first responders and skilled to stabilize the situation. If your event is large, you have a safety protocol and you should follow that said protocol.

When a fight starts, perhaps intoxicated, always stay calm, let your body language defuse the tension. Never make assumptions, be ready for everything but also be aware that intoxicated people are not thinking as normal. If you are sure that you can safely interfere in the fight you can do the following tips, but if you are not comfortable or you have security especially for this, do not put yourself in danger by stepping in the fight!

A fight before it started:
• Step 1: If two drinkers start arguing or shoving each other, stand directly between them. If you must, push them apart but don’t restrain. That only leads to calls to “hold me back,” and that doesn’t help anything.
• Step 2: Identify the more aggressive patron and direct your attention to him. Shift his focus from the other would-be fighter to yourself, even if you’re not quite as big as I am. Phrases like “Take it easy” and “It’s not worth it” often do trick.
• Step 3: Have someone remove the less aggressive patron while you’re talking.

Once he’s out of sight, the fight will be over before it even started.
A fight that is in full ordeal:
• Step 1: Always get assistance, be aware that there might be friends of the instigators in the crowd that can act out.
• Step 2: If the crowd around it is aggressive as well, do not step between them, it is unsafe for you to interfere.
• Step 3: Never hit anyone
• Step 4: identify the more aggressive fighter
• Step 5: Restrain the aggressive fighter.
Thank you for taking the time to read the manual. Hopefully you are now skilled with more tools to start implementing sustainable changes. Because of course the effort now lies with you, but again if things need to be investigated or there are questions specifically tailored to your event you can contact events@gogreenoffice.nl.

Also a big thanks to everyone who helped write this manual, especially Anne-Sophie but also all employees, the GGO and students willing to provide us with feedback.

It leaves me to wish you good luck with your event and let’s make some sustainable progress here at the TU/e campus, while still enjoying a Beer or a social gathering.
Sources

Websites

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- https://feelgoodpal.com/nl/app/calculator/#sources
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https://www.plasticpromise.nl/actueel/verbod-single-use-plastics-vanaf-1-juli-2023-van-kracht-hergebruik-wordt-de-norm
https://www.youtube.com/watch?v=_RDj27Qg5jE
• If you don’t know what make, take, waste or circular economy is: https://www.youtube.com/watch?v=ZIAYu-N98tl (watch it on 1.25 speed)

Photos

Photos have been taken by multiple photographers, they are stock photos of the TU-e but sourced by the following photographers:
Bart van Overbeeke
Vincent van Hoogen,
Miroslaw Faes
Angeline Swinkels
Tim Meijer

They can be found on image bank of the TU-e at: https://imagebank.tue.nl/