

Part 4: COMMUNICATIONS

4.1 Guidance for organisations, venues, festivals & event producers, cultural workers (staff), artists and audiences to reduce environmental impacts around printing

Wherever possible:

- Avoid the printing of materials for the promotion of the venue or event, as much as possible
- Print all posters, flyers and programmes in the minimum quantity necessary (to avoid waste), on recycled and/or FSC-certified paper, using printing processes with a low environmental impact, if necessary
- Replace concert programme booklets with digital versions (e.g., QR codes or pdf versions, available online in advance)
- Use digital tickets
- Keep the mailing lists for the distribution of printed materials up-to-date to avoid unnecessary mailings

Environmental benefits of green printing and set up for events

Printing & Set up	CO ₂ Emission	Environmental Impact
Printing 400 tickets		1.2 kg of paper
Digital tickets		not printing the tickets results in a benefit of 528 litres of water, 9.1 kWh of energy consumption and 1.9 kg of CO ₂ .
Printing posters and flyers		12.8 kg of paper
No posters and flyers		not printing posters and flyers leads to a benefit of 6,758 litres of water 117 kWh of energy consumption and 24.9 kg of CO ₂
Setting up spaces (Indoor)		
Setting up spaces (Indoor) with materials from recycled plastic (assuming the weight of these plastic materials is 200 kg (0.5 kg per audience member)	benefit of 307 kg CO ₂	

4.2 Guidance for Communication & Public Information

Wherever possible:

- Adopt and implement a Stakeholder Engagement & Communication Plan for the venue or event's sustainability issues

- Inform the public about the environmental impacts of the venue or the event and the behaviour needed to reduce impacts
- Inform the public about the greenhouse gas emissions linked to the various modes of transport used to reach the venue or the event and the behaviour needed to reduce impacts
- Provide clear and detailed information to the public, on all communication tools, on the different ways to reach the event venue by bicycle, car sharing and by public transport (map of the venue, cycle routes, nearest train and bus stops, transport timetables)
- Inform the public about the need to bring a water bottle for drinks
- Inform the public on the proper management and collection of waste

4.3 Guidance for Calculating & Offsetting Greenhouse Gas Emissions

Wherever possible:

- Place a CO₂ emissions calculator on the website
- Encourage the calculation of greenhouse gas emissions, expressed in CO₂ equivalents, for the transport used to travel to the venue or event.
- Encourage the calculation of the energy consumption of the venue or event, expressed in CO₂ equivalents
- Calculate the waste produced and treatment of the waste by type (paper, glass, plastic, aluminium, wood, organic, undifferentiated)
- Monitor the reforestation projects subject to offsetting with on-site audits
- Compensate the CO₂ equivalent emissions emitted at the venue or during the event, which could not be reduced, through reforestation or equivalent projects
- Formulate and distribute questionnaires to collect transport data (km travelled, fuel type, car type, etc)

Environmental Benefits of offsetting greenhouse gas emissions

All greenhouse gas emissions that could not be reduced, e.g., 6.9 tonnes of CO₂ relating to 6 trips by 6 artists (3 at a distance of 600 km and 3 at a distance of 200 km) by plane, can be compensated for by planting trees on an area of 623 square metres of mixed forest, assuming a tree species density of 1200 trees per hectare.