

ZEN POSITIONING PAPER – EUROPEAN APPROACHES TO THE SUSTAINABILITY OF EVENTS AND FESTIVALS

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Editor



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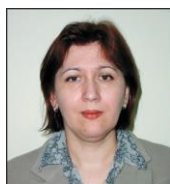
Following several years in industry (Shell and Anglo American plc), Andres worked at various universities as Senior Lecturer and Course Director with teaching, consultancy and transnational research responsibilities in retail, town centre management, city marketing and branding, urban regeneration, strategic positioning of town centres, place management, critical and digital marketing, sustainability and events. Andres is a founding Fellow of the Institute of Place Management, former founding editor-in-chief of the Journal of Town and City Management, a Fellow of the Royal Geographical Society, Fellow of the Higher Education Academy, and advises the UK Government on town centre competitiveness and retail.

Andres has over 12 years of management experience with major transnational research and knowledge exchange projects with partners in 17 European countries. He has published in various international journals and advised retail trade associations, public-private city management partnerships and local authorities in the UK, Spain and Poland. Andres speaks Spanish, English and Polish fluently and has a wide international network of academic and practitioner contacts.

Contributors



Constantin Apostol is General Director of Romania's North-East Regional Development Agency (NERDA). NERDA ensures the implementation of the Regional Operational Programme (2007-2013) and the Increase in Economic Competitiveness Operational Program in Romania's North-East Region. One of NERDA's areas of responsibility involves stimulating local, interregional and international partnerships through the promotion of investment and projects. NERDA is also involved in the promotion of innovation, know-how and technology transfer by consolidating links between the business, research, technology and scientific communities.



Liliana Baicu is an Expert at the Communication, Cooperation and Business Development Department in Romania's North-East Regional Development Agency (NERDA). She has contributed to European projects (incl. the ZEN project) with the development of activities and project management documentation (incl. financial reporting) as a technical expert.



Jolanta Borite is Director of Sigulda District Council's Department for Culture in Latvia and the Project Manager of the Sigulda European Capital of Culture 2014 initiative. She graduated from Salacgrīva High School, Latvian Culture School and Liepaja Pedagogical Academy. In 2009, she graduated from Liepaja University with a Professional Master's Degree in Public Administration in Management.

Jolanta's career started as the Head of Ainažu House of Culture and Limbažu House of Culture. She has managed two major spatial and cultural projects – Cesis 800 and Sigulda 800, which marked the 800th anniversary of both towns. Today, her practical experience is shared with students in Latvia's Culture College at LAC and the University College of Economics and Culture. Jolanta also works for the Ministry of Culture team for the positioning of Latvian national cultural policy development in the European Union and is a former expert for the Culture Capital Fund Interdisciplinary Council as well as a member of Sigulda's Development and Tourism Committee.



Mojca Breščak is Director of Murska Sobota's Development Centre and a member of the Development Council for the Region of Pomurje. Mojca was as partner town Murska Sobota coordinator and a member of the programme team for the Maribor European Capital of Culture 2012 project.

Mojca started her career as project manager at Development Agency Sinergija, co-founded and later worked as director of Slovenia's first Local Energy Agency. Later she worked as advisor to the Mayor of Murska Sobota and in 2006 took over the management of Murska Sobota's Development Centre. She is also a board member of the Šiftar Foundation.

Mojca has managed major national, cross-border and transnational European projects. She is a lecturer in project management and economics at Public University's High School program. She has also worked as external tutor to students on undergraduate and postgraduate programmes at the University of Maribor and the University of Ljubljana. Mojca speaks Slovenian, English, German, Croatian and Serbian fluently and has a wide network of expert contacts nationally and internationally.



Alexandru Ciobanu is an Expert at the Regional Studies Centre in Romania's North-East Regional Development Agency (NERDA). He has provided input to the ZEN project through the identification of best practices in sustainable event management in Romania. Alexandru has also provided input into other outputs of this project.



Chiara Dall'Aglio holds a BA in Political Sciences (magna cum laude) from the University of Perugia and has worked for Sviluppumbria (Umbria's Regional Development Agency, Italy) for 20 years. She has extensive experience in local and interregional development policy through the implementation and management of initiatives funded by European Structural Funds.

Chiara is currently Coordinator of Sviluppumbria's Department for Tourism, Promotion and International Cooperation and Project Director (lead partner) of the ZEN (Zero- impact cultural heritage Event Network) co-funded by the European Commission's Interreg IVC programme with 12 partners in 10 European countries. She has presented at several transnational fora and meetings, and has worked in transnational partnerships and projects through various expert missions in Romania, Poland and Serbia, as well as most of Eastern Europe.

Chiara has extensive experience in tourism promotion and communication, and is in charge of all events and fairs organised for the Umbria Region in Italy and abroad.



Fabiola De Toffol is a project manager with PMP® certification, facilitator, consultant, and trainer in Project Management and Project Cycle Management. She specialises in European funding, and participatory planning. Fabiola has more than 20 years of experience in planning and managing integrated and multi-stakeholder projects in Italy and abroad, often working in projects funded by EU programmes such as INTERREG, MED, SEE, LLP, FP7 CIVITAS, and LIFE, among others. Fabiola has applied participatory methods and other tools to public policy, strategic planning, and corporate networking. She has also worked as an expert in participative processes in a number of projects funded by EU funds (ERDF, ESF, EAFRD, EAGF) and assisted local and regional political bodies.

Fabiola is a Senior Partner at StudioP3, she is a member of the scientific committee for Umbria's Regional Observatory on Participative Policies (Italy) and has been a speaker at a number of conferences at regional and national levels. Her publications include the "Dizionario di Democrazia Partecipativa" (2012). Fabiola speaks Italian, Spanish, English, French and Portuguese fluently and has a wide network of practitioner and academic contacts nationally and internationally.



Rositsa Djambazova is Executive Director of Gotse Delchev's Business Incubator, Entrepreneurship Promotion Centre (BI-GD) in Bulgaria.

Rositsa holds an engineering degree in Electronics and Automation from Sofia's Technical University, a postgraduate qualification in Foreign Trade and International Marketing, and has attended courses in Germany, Finland, Brazil, Greece, and Turkey. She is an infoDev (World Bank) Certified Trainer in business incubation management training.

Rositsa has 14 years of experience in consultancy and coaching on establishing and developing start-ups, SMEs and NGOs; assessment of business ideas and business plans; expertise in research and economic analysis, regional development and human resources; project and strategy development and implementation; community development; management of micro-finance schemes for start-ups, SMEs and farmers; project management; training delivery on entrepreneurship, management, marketing, public-private partnerships, project cycle management; European projects and programmes; eco and sustainable tourism; youth entrepreneurship in Bulgaria, FYROM, Belarus and Turkey.

She is also responsible for the development and implementation of the projects co-funded by the European Union, currently with 6 projects funded by variety of EU programmes.



Snezhana Dzhugdanova is Project Coordinator at the Gotse Delchev Business Incubator and Entrepreneurship Promotion Centre. She is also a provider of training at the BI-GD Vocational Training Centre. Snezhana holds a Masters degree in Economics, a qualification in pedagogy and is a certified trainer in ICT.

Snezhana has nine years of experience as a provider of training in digital competence, economics, business administration, entrepreneurship, marketing and management, e-learning. She is also an experienced in EU project planning and implementation with more than 12 projects about socio-economic growth, human resource development, tourism, hospitality, cross-border cooperation, and

Networking. Snzhana also has expertise in human resources development and consultancy, research and analysis in economic growth and human resource development.



Uldis Elksnitis is Assistant Project Manager at Sigulda District Council's Department of Culture. Uldis holds a BA in Liberal Arts with a double major in Politics and Theatre Arts from Earlham College. As a United World College graduate, Uldis has extensive experience in international and cross-culture communication. Uldis joined Sigulda district Council in 2013 and had been successfully managing and coordinating the municipality's engagement in several European projects, including the Zero-impact cultural heritage Event Network (ZEN) project, Active Citizens for Stronger Europe (ASCE) and the Douzelage European small town's twinning network. Uldis has a strong interest in environmental and energy policy, grassroots sustainability initiatives and the development of political participation frameworks. He also has substantial experience in translation and interpretation, as well as publicity and communications. Uldis is fluent in Latvian and English and has working proficiency in Spanish and Russian.



Dr. Jasper Eshuis is Assistant Professor at the Department of Public Administration, Erasmus University Rotterdam. His research interests include the governance of complex systems, as well as public branding and place marketing. Jasper has a special interest in the role of citizens in governance processes. His research has been published in journals such as Urban Studies, Public Management Review, and The Journal of Urban Regeneration and Renewal. Together with Erik-Hans Klijn he published Branding in Governance and Public Management (Routledge).

Jasper has wide experience in both academic and practice oriented (commissioned) research. He has managed and implemented research projects for a wide range of governmental organizations, varying from local authorities to central government, including water management agencies and a wide range of projects and organisations.



Jesus Ferrero Cantisan holds a BA in Law and has worked as legal advisor (civil servant) for the Regional Government of Extremadura since 1994. He has experience as legal advisor in many projects, some of them at European level, including the “Alba Plata” project funded by the European Investment Bank with them aim of recovering old roman roads and monuments combining cultural, ecological and tourism elements. Since 2001, Jesus has also worked as Intellectual Property Rights Agent in the IPR Registry of the Directorate for Cultural Promotion of the Regional Government of Extremadura.



Andy Fryers’ career began as a Recreation Ranger in the Forestry Commission in East Anglia and over the following 17 years he gained several promotions and moved around the UK in various forms of recreation management within the Forestry Commission. In 2007, he went part-time with the Forestry Commission and joined Hay Festival part-time leading on their sustainability agenda. This involved the management of direct impacts, the public impacts and also programming debates and speakers. Andy is also the Director of the Maldives Festival (which first took place in 2010) and the Director of the Hay Winter Weekend Festival, which takes place every December in Hay-on-Wye. He is currently seconded to Powys County Council for two days a week (until 2014) as project manager for the ZEN project, which is investigating ways of reducing and mitigating the negative impacts of events and festivals whilst maximising their benefits.

Andy’s work experiences have been an immensely creative and enjoyable challenge, which has given him an in-depth knowledge of how both public and private sector businesses operate, a keen understanding of the range of functions and personalities involved and the wide variety of demands placed upon them. He has managed teams and events both in the UK and overseas and has also developed this understanding and experience into a flexible freelance role and as such has delivered a small number of projects.



Roxana Mocanu is a Brussels-based Expert for Romania's North-East Regional Development Agency (NERDA). Her responsibilities include promoting the visibility of NERDA and Northeast Romania within the European Union. Roxana has provided expert input and research management in European projects (incl. the ZEN project).

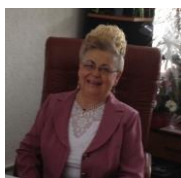


Beatrice Morlunghi is a permanent member of staff at the Tourism Policy Sector Department of Umbria's Regional Agency for the Economic Development (Sviluppumbria) in Italy. Sviluppumbria's mission is the governance of regional tourism policy and strategy through the regulation and coordination of activities by local public authorities and private bodies operating in this sector. Beatrice is also a member of the team for the TAC2 Regional Call for Proposals, specifically in charge of assisting the PITs (Integrated Territorial Projects) and the tourism consortia funded by the TAC2 programme. She is currently in charge of a number of international projects and is an active member of several tourism-oriented workgroups, including touristic promotion ("TRAVEL" - within the Ministry Foreign Affairs - Italian Regions - China Program, "St. Francis's Way", "Bike in Umbria", etc.) and development ("Green Tourism in Umbria" and "Innovation of Umbria", both funded and sponsored by the Italian Ministry of Tourism). In addition to this, Beatrice has worked on other EU funded projects in the fields of socially responsible entrepreneurship, economic and statistical analyses and innovative methodologies. One of these is the ZEN Project (Interreg IVC), of which Sviluppumbria is currently project leader. The ZEN project aims to help reduce the environmental impact of events held in historical town centres. Other projects recently completed include Project Emma (Entrepreneurship Methodology Mediterranean Assistance) for the creation of a new paradigm of female entrepreneurship; and Responsible MED, for the implementation of an innovative tool aimed at the evaluation of social responsibility management in SMEs.

Beatrice holds an MA in Politics, has more than ten years of experience in the tourism sector and has participated in several seminars and courses focusing on territorial-oriented travel and planning through the implementation of innovative technologies, the organization of cultural-related events and enterprise management.



Juan Pablo Martín García holds a BSc in Environmental Sciences and an MSc in Environmental Management. Juan Pablo is also a Technical Project designer for Edification. He has worked as project manager for international projects mainly in the fields of environment and energy efficiency in buildings for private and public entities. Currently he works at Gestiona Global: a Spanish consultancy specialising in environmental and socio-economic assessments for international projects. During the last five years, Juan Pablo has participated in the design and implementation of more than 30 European and international projects within the 7th Framework Program, CIP, Interreg IVC and LIFE+, Culture, Europeaid and BID program, among others. He also works as an expert for the environmental monitoring and impact's evaluation of thermal-solar and photovoltaic power plants, electrical lines and other facilities.



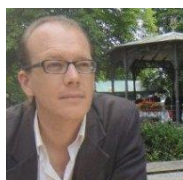
Elena Nane is Economic Director of Romania's North-East Regional Development Agency (NERDA). She is responsible for NERDA's administrative, economic and financial management, internal accounting, annual budgets, as well as other administrative systems.



Alkis Papademetriou is a Special Advisor to the Mayor of Drama (Greece). He is also a freelance consultant to a number of other organisations, municipalities and chambers of commerce in Greece, Bulgaria and Turkey.

Alkis holds degrees in economics and applied economics with a Masters degree from New York University. His early carrier days were with the United Nations Centre on Transnational Corporations based in New York. This centre was created at the request of the assassinated Chilean President Salvador Allende to examine practices by large transnational corporations and the effects of FDIs on the developing world. He has worked in various countries in Eastern and Central Europe in programmes related to capacity building and preparation for accession to the European Union. At present, Alkis is working on similar projects in the Ukraine and Turkey.

Alkis has managed many territorial cooperation and trans-regional projects with partners in various EU and non-EU member countries. In 1992, he founded the first organised cross border cooperation organization in South-eastern Europe - "Euroregion Nestos – Mesta" –, which he still manages today. He is an elected member of the Executive Committee of the Association of European Border Regions (AEBR).



Dr. Bonno Pel is a postdoctoral researcher at the department of public administration at Erasmus University of Rotterdam. Having graduated in spatial planning and socio-political philosophy, he finished a dissertation on system innovation in 2012. Such broad innovation processes in social systems with sustainability challenges continue to be his main research focus. This research has been published in various journals, edited books, and practitioners' journals. Bonno is a member of the global Sustainability Transitions Research Network, which promotes international knowledge exchange on the practice and theory of sustainability transitions. Next to his native language Dutch, Bonno speaks English proficiently and has a reasonable command of German, French, and (Brazilian) Portuguese.



Roxana Pintilescu is Regional Studies Center Director and Europe Direct Center Coordinator at Romania's North-East Regional Development Agency (NERDA). Roxana's responsibilities include project management, research management and expert input for European projects (incl. the ZEN project).



Ekaterina Popova is European Project Expert in BI-GD and a provider of training in marketing and advertising, business administration, tourism and hospitality, alternative tourism, and ICT. Ekaterina holds a Master in International Tourism and a degree in Tourism.

She has nine years of experience in tourism feasibility studies and the development of tourist attractions in Bulgaria and FYROM, training need analysis, research and analysis of tourism potential in the Gotse Delchev region of Bulgaria, design and delivery of vocational training in tourism, fashion, and e-learning, as well as experience in EU project development and implementation – 10 projects in socio-economic growth, human resource development, tourism and hospitality, cross-border cooperation, and networking. Ekaterina also has experience in planning, organising and providing tourism packages and entertainment programmes for Bulgarian and international tourists. She also has six years of experience in running her own family business, fundraising for schools and kindergartens' Leonardo Da Vinci projects and capacity building for their implementation



Darja Potočnik is Adviser for Culture at the Municipality of Murska Sobota. Her experience includes EU project management, dissemination of local cultural tenders, event management, consultancy, etc. Darja was a producer and adviser for Murska Sobota in its partnership with Maribor during the Maribor European Capital of Culture 2012 project. She worked for the Sobota Days Festival for 19 years as co-worker and for last decade as producer.

Darja has been a long-standing active member of Murska Sobota's Tourism Association and has extensive experience in the fields of city marketing, international city twinning, tourist fair exhibitions, etc. Darja speaks Slovenian, English, German, Croatian and Serbian fluently and has a wide network of expert contacts nationally and internationally.



Aleš Skalič is Senior Adviser at Murska Sobota's Development Centre and a mentor for a new generation of project managers at this organisation.

Aleš started his career as a project manager at the Pomurje Ecology Centre in Murska Sobota and later at the Sinergija Development Agency. He was a manager of Smart House – Institution for Research and Sustainable Development. In 2007, Aleš

joined the Murska Sobota Development Centre team. Aleš is a chairman of Slovenia's National Association for Field Hockey and a regional board member of Slovenia's Scout Association. He is also a board member of the Pomurje Region's Local Development Fund.

Aleš has extensive experience in the management of projects at national, cross-border and transnational levels. He is also a lecturer at Slovenia's Scout Association. Aleš speaks Slovenian, English, German, Croatian and Serbian fluently and has a wide network of expert contacts nationally and internationally.



Daina Urbanavičienė is Chair of the Lithuanian Council for Culture and is responsible for the creation of a favourable environment for the development and dissemination of culture and the arts, as well as the analysis and implementation of cultural policy.

Daina started her career in 2008 as Head of the Programme Department of the Vilnius – European Capital of Culture 2009 initiative. From 2010, she has been Head of the Projects Department at Vilnius' Academy for the Arts and has been responsible for the planning, management, coordination and administration of EU structural funds and international as well as national projects.

In 2011, Daina was elected a Member of the Vilnius City Council, where she also holds the positions of Deputy Chair for the Education, Culture and Sports Committee, and Chair of the Street Names and Monuments' Commission. She participates in the activities of the following working groups: Vilnius - World's Books Capital 2014, Vilnius - World's Books Capital 2015, Strasbourg artists' exchange programme's evaluation group, etc.

Daina is very active in the creative industries. She is a Board Member of the National Association for the Creative and Cultural Industries. She takes care of the promotion and development of the creative and culture sector, development of the Lithuanian cultural image, gathering of artists, representatives of the arts and creative organisations, creativity-oriented business, science and education for joint activities. She is involved in a number of activities, including Eurocities, BaltMet and other EU organisations.

Daina is one of the main organisers of the Street Musician's Day event (www.gmd.lt) and a long-term organiser of the Culture Night festival (www.kulturosnaaktis.lt). In 2011, the State Department of Tourism under the Ministry of Economy gave this event the award of "Most Successful Cultural Tourism Project in 2011".

Daina holds an MA in History and Culture History and an MA in UNESCO Cultural Management and Cultural Policy.



Sonja Vratarič is a project coordinator at Murska Sobota's Development Centre, specialising in project management of European funded projects.

Sonja started her career working for her family's business. After obtaining her degree from the University of Ljubljana's Faculty of the Arts, she worked in one of Murska Sobota's primary schools. In 2008, she joined Murska Sobota's Development Centre team as project manager.

Sonja is an active member of Murska Sobota's Photography Club and exhibits her art work at several photo exhibitions. Sonja speaks Slovenian, English, German, Croatian and Serbian fluently.

Introduction: Knowledge exchange zero-impact cultural heritage events

Festivals are perhaps one of the key elements of evidence that there still exist elements of man's relationship with culture that defy scientific explanation. The very term "festival" is one that tends to elude a crisp definition due to the large variety and diversity of events that could be potentially classified as "festivals", with themes that often include food and drink, fashion, religion, literature, sport, and many other manifestations of culture.

Although festivals in their modern interpretation are historically relatively new, their growth may be the result of a combination of modern cultural practices and traditions handed down over generations.

Paradoxically, in spite of the large number of existing options for measuring the impact of events, relatively little research has been done with regards to their direct environmental impact (e.g. waste) and indirect impact on this front as social marketing tools (e.g. sustainable living, energy consumption, healthy eating, etc).

As the concept of sustainable development gathers momentum worldwide, the under-rated and under-researched role of events and festivals within this philosophy is becoming increasingly evident. This is particularly applicable to vulnerable special heritage sites, which often host events and festivals. The ZEN project aims to address this gap in our knowledge by addressing specifically the challenge of zero-impact cultural heritage events.

This report aims to showcase and explore the main findings of the ZEN project. More specifically, it aims to provide transnational evidence of best practices for reducing the impact of events and approaches across Europe on this front in terms of policy making. There are three key elements that have been used to structure this study, namely:

- **Knowledge exchange: from generic insights to local applications.** This report identifies generic insights related to events and their impact on the environment. Differences between key stakeholder groups in each country and location are discussed in the context of their impact on specific events and festivals. At all times, a balance between the generic and the contextual is argued as the best approach for innovation.
- **Governance of events.** The public sector often plays an important role in the organisation of events. It often has specific responsibilities linked to the conservation of cultural heritage and for sustainable development. However,

it is important to realize that events are increasingly managed and funded by a mix of stakeholder groups, which often include local government, the private sector and other stakeholder groups from civil society. As a general shift appears to continue from government to governance, changes in the institutional landscape are particularly relevant to the management of events as former funding from local and regional government is replaced (partly or fully) by private sector funding and in-kind contributions from local residents. In addition to this, the challenges posed by sustainable development and environmental impact reduction affect society as a whole. In line with this, this study offers recommendations that address a broad spectrum of stakeholders.

- **Sustainability, zero-impact and legacy.** The overall aim towards “zero-impact” events responds to growing levels of awareness about the adverse environmental impacts of events, festivals and other manifestation of human activity. However, the notion of “zero-impact” constitutes a rather narrow interpretation of sustainable development. Next to this ecological dimension, it is increasingly common to consider sustainable development as an approach to balance environmental, economic and social objectives. Moreover, events are social activities and, as such, they are *expected* to have impacts. In contrast with the sustainable development focus on the reduction of negative impacts, literature on events and festivals reveals a growing attention to the potential positive impacts of events – their legacy. This can manifest itself in terms of economic development, urban regeneration, social innovation and well-being, community pride and involvement, or strategic place branding. Arguably, these positive legacies are as important to sustainable development as the reduction of negative impacts. In line with this, the report is guided by this broad understanding of sustainability.

Structure of the report

This report is structured as follows. Section one provides an audit of existing policies in the ZEN-partners’ constituencies. This section aims to elicit elements of innovative policy making that provide the foundations for the report’s final recommendations outlined in the last section of this report. In section two, a pan-European review of existing event typologies, frameworks and classification tools is presented with recommendations for further research in areas that have received little attention so far. Section three presents results from field research carried out as part of the ZEN project in a number of European countries. This comparative analysis underlines the need for tailor-made solutions, and facilitates the formulation of practicable recommendations. The report concludes with recommendations (section four) for policy makers and key decision makers involved in the management and funding of events, followed with references and appendices.

1. Audit of existing policies in each partner country/region

This section presents the policies that affect events in the partner countries and regions represented in the ZEN project partnership. This section draws on partners' contributions related to local, regional and national policies, with additions from field research interviews carried out by project team members from Erasmus University Rotterdam.

One of the key findings of this section is that, although festivals and events have to comply with a large number of generic policies and regulations at various levels, policies specific to festivals and events are very rare indeed in EU countries.

Bulgaria

Bulgaria, like many other countries in the European Union, does not have national legislation specific to cultural events and festivals. Instead, festivals and events are expected to comply with a myriad of national laws and acts which affect cultural heritage, environmental issues, funding and financial management, intellectual property, labour and safety. The protection of the environment is a horizontal issue embedded in a variety of strategic documents for tourism, economic development and, by default, events.

Some of the key national legislation affecting cultural events and festivals in Bulgaria has been summarised below.

Table 1. Summary of key national legislation affecting events in Bulgaria

Subject	Brief description	Source of legislation
<i>Law of heritage protection and development</i>	Defines the main principles and priorities of the national cultural policy for Bulgaria, cultural organisations and bodies for the protection of culture, cultural national identity and mechanisms to support and finance cultural activities and authors.	Published in Bulgaria's State Bulletin no. 50 / 1 (June 1999); last change no. 13 (16 Feb 2010).
<i>Law of cultural</i>	Defines cultural heritage as including tangible and intangible, movable and fixed	Published in Bulgaria's State

<i>heritage¹</i>	heritage as a complexity of cultural values which contain historic memory, national identity and have scientific or cultural value.	Bulletin no. 19 (13 March 2009); last change no. 45 (15 June 2012).
<i>Law of copyright and related rights</i>	Relates the creation of works of literature, arts and science to their dissemination.	Published in Bulgaria's State Bulletin no. 56 (29 June 1993); last change no. 25 (25 March 2011).
<i>Law of environmental protection²</i>	Governs issues related to protection of biodiversity, the environment, utilisation of environmental resources, environmental damage risk reduction, sources of pollution, prevention and reduction of pollution, environment monitoring, data collection and access to information about the environment, rights and obligations of the state, the municipalities and legal entities and persons with regards to the protection of the environment.	Published in Bulgaria's State Bulletin no. 91 (25 Sept., 2002); last change no. 82 (26 Oct., 2012).
<i>Law of cultural centres "Chitalista"</i>	Develops framework for cultural life, social and educational activities, preservation of national traditions, festivals, events and gatherings.	Bulgaria's State Bulletin no. 89 (22 Oct., 1998); last changed no. 97, 10 Dec., 2010.

Other national legislation affecting events and festivals includes the Law of gatherings, manifestations and protests (Bulgaria's State Bulletin no. 10, 2 Feb., 1990; last changed no. 24, 26 March 2010), Law for public order during the organisation of sports events (Bulgaria's State Bulletin no. 96, 24 Oct., 2004; last changed no. 88, 9 Nov. 2010), Law of local government and administration (Bulgaria's State Bulletin no. 77, 17 Sept., 1991; last changed no. 57, 26 July 2011)³, Law for health and safety at work (Bulgaria's State Bulletin no. 124, 23 Dec., 1997; last change no. 15, 15 Feb. 2013)⁴, Law for local taxes and fees (Bulgaria's State Bulletin no. 117, 10 Dec., 1997; last changed no. 61, 9 July 2013).

¹ <http://mc.government.bg/page.php?p=141&s=142&sp=0&t=0&z=0>

² <http://www3.moew.government.bg/files/file/Chemicals/Zakonodatelstvo/ZOOS.pdf>

³ http://www.trudipravo.bg/index.php?option=com_content&view=article&id=936&Itemid=134

⁴ <http://lex.bg/laws/ldoc/2134178305>

Local regulations from the Municipality of Gotse Delchev⁵ relevant to events and festivals include the following:

- Regulation #1. Public order, cleanliness, environmental and property protection within the municipality. This regulation spells out the following:
 - The rights of the municipal administration and local police department to keep the public order.
 - Noise limits and bans
 - Bans for damage of cultural heritage
 - Local public transport issue
 - Environment protection in the municipality
 - Trade activities
- Regulation #17. Waste management in the municipality.
- Regulation #4. Setting and administration of local taxes and fees.
- Regulation # 9. Fire precautions.

The municipality of Gotse Delchev is the main organizer of the Midsummer Festival “Enyovden” Delchevo, which complies with all local regulations and national laws.

Further information

Official site of the Bulgarian Ministry of culture:

<http://mc.government.bg/index.php?l=2>

National strategy for tourism development 2007-2013:

<http://www.mi.government.bg/en/themes/nacionalna-strategiya-za-ustoichivo-razvitie-na-turizma-v-republika-balgariya-2009-2013-g-286-349.html>

Bulgaria’s official tourism portal: http://bulgariatravel.org/en/tourism_types/3

⁵ <http://www.gotsedelchev.bg/index.php?module=BD&func=docs&tp=oan>

Greece

As in the case of Bulgaria and most other European nations, the legislation regulating event organisation in Greece is provided by national and local (municipality) sources.

The national legislation concerning public gatherings and meetings in Greece is based on Act 2967 passed in 1981 and supplemented ever since with a number of subsequent ministerial decrees that specify and elaborate on specific issues concerning public gatherings and meetings. The act has to do with “peaceful gatherings of individuals that are organized to express views and opinions freely and that aim to ensure the expression of civil participation in the society and the country”.

In spite of this, Act 2967 does not regulate festive events. Instead, it is a rather vague and general piece of legislation and contains only very basic instructions and regulations. Furthermore, there is no mention of environmental provisions or regulations.

The organization sports events, concerts, recreational and other public events is regulated by legal acts from various government departments (i.e. Ministry of Culture, Ministry of Sports, Ministry of Economy for fiscal issues, etc). Effectively, it is an amalgamation of many different acts, laws, legislations, regulations and applications that make things extremely complicated for the organisers of the events. It is perhaps as a result of this complexity that, inevitably, national legislation is not always adhered to in Greece by event organisers. Instead, much national legislation which would be pertinent to events is ‘superseded’ locally by legal acts approved by local authorities (also known as municipal councils). These acts are applicable only within the boundaries of the particular municipality which enacts these regulations, though national legislation is embedded in all municipal regulations (e.g. fiscal issues, safety issues, etc).

The following areas of policy concern all public events in Greece:

- Noise levels
- Consumption of alcoholic beverages in public spaces
- Copyright and related rights
- Fiscal controls (if commercial activities apply to the event)
- Safety regulations
- The rules of service provision and payment for police services while engaging in commercial activities
- Traffic control
- Other

Local regulations affecting events in the Municipality of Drama

Events held within the Municipality of Drama must conform to the following regulations:

- Cleanliness – these regulations do not only regulate the maintenance of cleanliness of the city, but also define what requirements must be met when organising events within the Municipality of Drama. Based on these rules event organisers are obliged to obtain the following permits:
 - Registration of the event with the local police department
 - Receipt of permit form local authority
 - Permit for using audio equipment in a public event
 - Notification to local authority about the event
 - Land use permit (from owner of the space)
 - Author's copyright permission

Cleanliness, public order and public safety are also regulated by other regulations, including those pertaining waste management.

An important set of regulations affecting events in Greece is related to fiscal issues. The Ministry for the Economy has issued various decrees on fees and tax collection for commercial activities linked to events as well as activities that have an economic benefit. Usually, these regulations are the most closely policed given that events are supervised and controlled by tax inspectors.

Italy

In Italy, the theme of environmentally-friendly events is quite developed in terms of regional, provincial and municipal policies that encourage events to operate in an environmentally conscious way.

The following is a summary of some of the most innovative policies at regional level.

Table 2. Summary of key regional policies, guidelines and regulations encouraging environmentally conscious events in Italy

Region	Brief description of policy, guidelines or regulations
Abruzzo (2007)⁶	<p><i>“Ecofeste – Scarabeo Verde” – Guidelines</i></p> <p>Protocol of agreement between Region and Arco Consumatori⁷ oriented to affect an experimental project called “Ecofeste – Scarabeo verde”. The “Ecofeste” project is a small part of a more general regional program that has in the waste management, as central issue.</p>
Umbria (2009)⁸	<p><i>Bando Ecofeste – Regulation</i></p> <p>The regulation “Bando Ecofeste” intends to promote the development of green events all over the region. Umbria is the location of several fairs and festivals. These events, while representing an important form of aggregation, of great social and cultural interest, but have an inevitable impact on the environment. The regulation's priority is the management of waste produced in the events.</p>
Aosta Valley (2010)⁹	<p><i>“Ecolo-fête” – Regulation</i></p> <p>The Environmental Department of the Aosta Valley Region promote the project “Ecolo-fête”. the fundamental principle of the project is to exclude disposable plastic tableware in the town festivals, and in private and institutional events. The project has already received a</p>

⁶ <http://www.regione.abruzzo.it/xambiente/docs/ORRAccordi/ProtocolloRegionaAbruzzoArcoconsumatori.pdf>

⁷ National Consumer Association– Abruzzo Section

⁸ http://www.sviluppoeconomico.regione.umbria.it/resources/Documenti/avviso_Ecofeste_Finale.pdf

⁹ <http://www.regione.vda.it/allegato.aspx?pk=6691>

	favourable vote of the Regional Council and the support of the Pro Loco ¹⁰ and associations.
Liguria (2011)¹¹	<p><i>Marchio Ecofesta – Ecolabel</i></p> <p>The label "Ecofesta" certifies the fairs more "sustainable" of the territory. An event can obtain the eco-label if demonstrate that it promotes and disseminates best practices for the reduction and management of waste and encourage sustainable and responsible personal behaviour.</p>
Sardinia (2012)¹²	<p><i>Bando Ecomanifestazioni - Funding Instrument</i></p> <p>The funding instrument "Bando Ecomanifestazioni" (<i>Regional financing channel POR FESR 2007-2013 Asse IV – Linea di attività 4.1.2b</i>) was created with the aim to convert the events, already planned in the annual calendars of the municipalities, in a perspective of environmental sustainability. The projects were funded on the basis of the organizers' attention to the reduction of environmental impacts, in terms of mobility, waste management, use of energy produced from renewable sources, use of environmentally friendly materials and biodegradable, recycled products, organic and local, etc.</p>
Emilia-Romagna (2012-2013)¹³	<p><i>Bando Ecofeste – Funding instrument</i></p> <p>The funding "Bando Ecofeste" provides, for the second consecutive year, the resources to support regional event projects aimed at reducing waste products and raising awareness of new sustainable lifestyles.</p>
Apulia¹⁴	<p><i>Puglia Ecofeste – Ecolabel</i></p> <p>"Ecofesta Puglia" is the Apulia's eco-label, that reduces the environmental impact of events through proper management of the waste cycle and the use of formulas of sustainable mobility. The project is supported by the Regional Department of Agri-Resources and has been awarded for its innovative by the Italian Ministry of Education, Universities and Research.</p>

¹⁰ Local associations created with the purpose of promoting and developing the territory.

¹¹ <http://www.ecofeste.org/>

¹² <http://www.regione.sardegna.it/j/v/13?s=184330&v=2&c=3&t=1>

¹³ <http://ambiente.regione.emilia-romagna.it/rifiuti/documenti/bando-ecofeste-2012>

¹⁴ <http://www.ecofestapuglia.it/>

At provincial level, there are also innovative regulations and policies worthy of analysis, including the following.

Table 3. Summary of key province-level policies, guidelines and regulations encouraging environmentally conscious events in Italy.

Province	Brief description of policy, guidelines or regulations
Parma (2003)¹⁵	<p><i>Marchio Ecofeste – Ecolabel</i></p> <p>The project “Marchio Ecofeste” of Parma Province is the first of its kind. A pilot project (2003) that is been replicated by several municipalities all over the country. "Ecofeste" Parma was created to encourage initiatives that ensure proper actions to reduce waste. Become "Ecofeste" those events that implementing the recycling of plastic, glass, paper and cans, that separate frying oils, which take measures to reduce waste.</p>
Reggio Emilia (2005)¹⁶	<p><i>Marchio Ecofeste – Ecolabel</i></p> <p>Project aimed to encourage the virtuous experiences of separate collection and recycling within sport, cultural and recreational events, social animation, territorial enhancement, in order to provide added value to a simple moment of fun and entertainment.</p>
Trento (2008)¹⁷	<p><i>Ecofesta Trentino – Ecolabel</i></p> <p>"Ecofeste Trentino" is an environmental label based on a set of environmental criteria. The project was created to promote and disseminate best practices especially focused on the reduction of waste and their correct collection.</p> <p>The label is issued only to those events that can prove to have satisfied them. The purpose is to raising awareness of the local community that, through small actions and the widespread involvement, is possible to improve the quality of own territory and of everyday life.</p>
Genoa (2009)¹⁸	<p><i>Viviviridis Project – Guidelines</i></p>

¹⁵ <http://www.ambiente.parma.it/page.asp?IDCategoria=2396&IDSezione=16418>

¹⁶ <http://www.provincia.re.it/page.asp?IDCategoria=701&IDSezione=5200&ID=116466>

¹⁷ http://www.eco.provincia.tn.it/Ecofeste_Trentino/

	<p>The project "Viviviridis" involves fourteen municipalities of the Province of Genoa (GE). The aim of "Viviviridis" is to create a municipalities network in order to optimize resources and results achieved to improve the quality of life of every single citizen. The Province of Genoa has chosen to sponsor and support with a label all the events that meet certain parameters of environmental sustainability, including: collection (also frying oils), the use of tableware and cutlery compostable or reusable.</p>
Varese (2009)¹⁹	<p><i>Ecofeste – Funding instrument</i></p> <p>"Ecofeste" is a funding instrument delivered by the Province of Varese to promote initiatives for the reduction of waste. The basic idea is that events, as opportunities for socialization and recreation, are important tools to disseminate, in the local community, best practices to reduce waste and wastefulness, as well as sustainable lifestyles.</p>
Rome (2010)²⁰	<p><i>Bando per eventi ecologici – Funding instrument</i></p> <p>Funding instrument to promote measures to reduce the production of waste during the course of events, as part of public initiatives open to the public or organized in the provincial territory.</p>
Lecce (2011)²¹	<p><i>EcoSagre / EcoFeste – Regulation</i></p> <p>The label "Ecosagre" - "Ecofeste" is granted to those fairs and/or festivals that meet certain environmental requirements, including waste management and elimination of disposable plastic tableware.</p>
Nuoro (2013)²²	<p><i>EcoSagre label</i></p> <p>The label "EcoSagre" of the Nuoro Province (NU) involves nineteen Municipalities of the Region. The main purpose of the project is to rethink the festivals and events, in order to limit the impact on the environment.</p>

¹⁸ <http://www.viviviridis.it/easyNews/NewsLeggi.asp?IDnews=108>

¹⁹ http://www.comuneolgiateolona.it/files/giornalino/bando_ecofeste_2010.pdf

²⁰ http://www.pattodeisindaci.provincia.roma.it/archivio2_notizie_0_48.html

²¹ http://www.vitigliano.it/index.php?option=com_content&view=article&id=81:regolamento-ecosagre-ecofeste&catid=19:notizie-comunali&Itemid=52

²² http://www.provincia.nuoro.it/index.php?option=com_k2&view=item&id=1442:ecosagre-il-progetto-%E2%80%99Cecosagre-%E2%80%93-iss%C3%A8bera-l%C3%ACmpiu-e-licantz%E2%80%99D&Itemid=114

Table 4. Summary of key municipality-level policies, guidelines and regulations encouraging environmentally conscious events in Italy.

Municipality	Brief description of policy, guidelines or regulations
Fossano (2007)²³	<p><i>Regolamento Ecofeste - Regulation</i></p> <p>The regulation aims to support initiatives and behaviours aimed at a less waste production and their greater recoverability. In "Ecofeste" events takes place separate collection of plastic, glass, cans and paper and makes exclusive use of washable or compostable plates, glasses and cutlery.</p>
Mezzago (2007)²⁴	<p><i>Bando Ecofeste – Regulation</i></p> <p>The project was created from the consideration that fairs and festivals have their own environmental impacts, which is manifested through the production of a considerable amount of waste: disposable plates and cutlery, cartons, bottles, food scraps.</p>
Berchidda (2008)²⁵	<p><i>Green Jazz Initiative – Project</i></p> <p>Ecological awareness project that aims to reduce the impact of decades of festival "Time in Jazz" on the environmental and natural resources of the territory. Green Jazz is a project that involves the construction of events and projects focused on some of the most topical environmental issues, in particular concrete initiatives related to: energy saving, the use of alternative energy, the waste separation, the reduction of CO₂, etc. In the year 2012 the festival promoted the realization of the event sustainable report with several environmental indicators.</p>
Capannori (2008)²⁶	<p><i>Marchio Ecosagre - Ecolabel</i></p> <p>The ecolabel "Marchio EcoSagre" is a regulation issued in</p>

²³ <http://www.comune.fossano.cn.it/servizi/menu/dinamica.aspx?idArea=17283&idCat=17283&ID=17283>

²⁴ <http://www.comune.mezzago.mb.it/index.php/ambiente-e-sostenibilita/rifiuti/171-regolamento-comunale-ecofeste>

²⁵ <http://www.timeinjazz.it/page.php?l=2&id=136>

²⁶ <http://www.comune.capannori.lu.it/node/2868>

	2008 by the Municipality of Capannori in Province of Lucca with the intent to reduce the environmental impact of the summer festivals in the municipality.
Trevi (2008/2009)²⁷	<p><i>Marchio Ecofeste – Ecolabel</i></p> <p>The ecolabel "Ecofeste" aims to diffuse and share best practices in the topic of environment and sustainable development. The Municipality of Trevi certifies with the ecolabel "Ecofesta" the local events that ensure proper actions to reduce waste.</p>
Guiglia (2009)²⁸	<p><i>Bando Ecofeste – Regulation</i></p> <p>Regulation aimed at creating events that have these characteristics: reduction of waste production, promotion of separate collection, awareness-raising tools and environmental information. The "Bando Ecofeste" through the development of a specific regulation, wants to promote the proper and sustainable management of waste during the holidays, festivals and events in general.</p>
Arezzo (2010)²⁹	<p><i>Bando Ecofesta - Regulation</i></p> <p>"EcoFesta" identifies the local events that used to promote and disseminate best practices in waste reduction. With the funding instrument the Municipality aims to incentive, in the setting of public or private initiatives organized by municipality, measures to reduce the production of waste during such events.</p>
Ostuni (2010)³⁰	<p><i>Regolamento Ecosagre – Regulation</i></p> <p>The Municipality of Ostuni, in the setting of activities aimed to reduce the production of waste, has developed the "Ecosagre" Regulation. The main objective of Ecosagre is to promote the proper and sustainable management of waste during local events.</p>
Albanella (2011)³¹	<i>Regolamento Ecofeste – Regulation</i>

²⁷ http://www.treviambiente.it/01_treviambiente/01_ecofeste.php

²⁸ http://www.comune.guiglia.mo.it/pagine/~files/File/Ecocasa/Regolamento_ecofeste.pdf

²⁹ <http://www.comune.arezze.it/il-comune/direzione-servizi-per-il-territorio/ufficio-ambiente/iniziative-e-progetti/bando-per-lindividuazione-di-sagre-virtuose-nella-riduzione-della-produzione-di-rifiuti/files/bando-ecofeste-2011.pdf>

³⁰ http://iaprallieccchie.it/wp-content/uploads/2010/10/Regolamento_Ecofeste_Ostuni.pdf

³¹ <http://www.comune.albanella.sa.it/allegati/8550.pdf>

	The "Ecofeste" regulation wants to promote the proper and sustainable management of waste during the events and, at the same time, to educate and to make aware the participants about environmental best practices.
Usmate Velate (2011)³²	<i>Bando Ecofeste – Regulation</i> The regulation wants to promote the reduction of production of waste and the proper management of them, to incentive further the separate collection e to spread awareness tools and environment information during public fairs, festivals and events.
Zevio (2011)³³	<i>Marchio Ecofesta – Ecolabel</i> The Regulations "Ecofesta" of Zevio Municipality was created by the Consortium for the Development of Basso Veronese. "Marchio Ecofesta" aims to promote the proper management of waste during the fairs, festivals and events in general.
Busto Arsizio (2012)³⁴	<i>Regolamento Ecofeste – Regulation</i> Through the acceptance of the Regulation "Ecofeste", the municipality of Busto Arsizio aims to promote the proper and sustainable management of waste during the fairs, festivals and events generally open to the public, organized in the municipal territory and also non-public spaces.
Nogara³⁵	<i>Regolamento Ecofeste - Regulation</i> The regulation "Ecofeste" has the main objective to reduce waste through: reducing packaging, waste recycling, elimination of disposable plastic tableware, information and environmental education of attendees.
Comunità Montana del Mugello³⁶ (2011-2012)³⁷	<i>Integrated project for the reduction of waste</i> "EcoSagre ed EcoMense" is a specific regulation that is part of a more articulate program. This program is promoted by

³² http://www.comune.usmatevelate.mb.it/Engine/RAServeFile.php/f/Regolamento_Ecofeste.pdf

³³

<http://ntcomuni.provincia.vr.it/comuni/Zevio/Documentazione/DELIBERAZIONI%20DI%20GIUNTA%20COMUNALE/ANNO%202011/104-%20progetto%20ecofeste.pdf>

³⁴ http://www.comune.bustoarsizio.va.it/attachments/4042_215%20Allegato.pdf

³⁵ <http://rapidlibrary.com/source.php?file=ulc9yxb88ti89on&url=http%3A%2F%2Fwww.nogaraonline.net%2Fwp-content%2Fuploads%2F2011%2F11%2FREgolamento-Ecofeste-Comune-di-Nogara.pdf&sec=3bf10e8028fc0f09>

³⁶ Association of mountain municipalities of Mugello.

	<p>Comunità Montana del Mugello to reduce the waste impacts.</p> <p>"EcoSagre and EcoMense" provides a series of activities for the sustainable management of festivals, such as: purchase of washable or compostable tableware, donate surplus food, returnable bottles system or distributors of water and drink, waste recycling management during the event.</p>
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Latvia

The Constitution of the Republic of Latvia does not explicitly grant the Right to Assembly and Association. However, it does so implicitly via Article No. 99, which states that “everyone has the right of freedom of thought, consciousness and religious beliefs. The church is separated from the state”. Article No. 100 states that “everyone has the right of freedom of speech, which includes the right to obtain, retain and spread information, express their opinions. Censorship is prohibited”. Article No. 102 states that “everyone has the right to join associations, political parties and other public organizations”. Article No. 103 states that “the state protects the freedom of previously registered peaceful meetings, processions and pickets”.

Public events, festivals, gatherings and celebrations are subject to a myriad of laws and regulations. They must be registered in advance either with the local government or state government, depending on the scope and content of the proposed event.

There are no laws or regulations that explicitly oversee the environmental impacts of public events, though general guidelines on pollution and waste management are provided by the Law on Pollution, which is binding for any legal entity. However, there are specific binding laws for public events taking place in either National Parks of Cultural Monuments.

Binding laws and regulations:

National Level:

- Law on Protection of Cultural Monuments
- Regulations regarding the Registration, Utilization and Restoration of Cultural Monuments, the Right of First Refusal of the State and the Granting of the Status of an Environment-Degrading Object
- Law on Safety of Public Entertainment Events and Celebratory Festivals
- Regulations regarding Obligatory Civil Liability Insurance for Public Event Organizers
- Regulations regarding the Order in which the Organizer of a Public Event Provides First Aid during the Event
- Law on Pollution
- Regulations regarding Individual Protection and Use of Gauja National Park
- Law on the Supervision of the Handling of Food
- Regulations regarding the Types of Trade to Be Agreed upon with a Self-government and the Procedures of Organizing of Trade

Municipal Level:

- Sigulda District Public Policy Regulations

- Sigulda District Dues for Public Trade

Further information

The Constitution of the Republic of Latvia, *Section 8. Basic Human Rights*,
<http://likumi.lv/doc.php?id=57980>

Laws of the Republic of Latvia, *Law on Protection of Cultural Monuments*,
<http://likumi.lv/doc.php?id=72551>

Cabinet of Ministers Regulation No. 474, *Regulations regarding the Registration, Utilization and Restoration of Cultural Monuments, the Right of First Refusal of the State and the Granting of the Status of an Environment-Degrading Object*, <http://likumi.lv/doc.php?id=78458>

Laws of the Republic of Latvia, *Law on Safety of Public Entertainment Events and Celebratory Festivals*, <http://likumi.lv/doc.php?id=111963>

Cabinet of Ministers Regulation No. 298, *Regulations regarding Obligatory Civil Liability Insurance for Public Event Organizers*,
<http://likumi.lv/doc.php?id=157009>

Cabinet of Ministers Regulation No. 526, *Regulations regarding the Order in which the Organizer of a Public Event Provides First Aid during the Event*,
<http://likumi.lv/doc.php?id=138785>

Laws of the Republic of Latvia, *Law on Pollution*,
<http://likumi.lv/doc.php?id=6075>

Cabinet of Ministers Regulation No. 317, *Regulations regarding Individual Protection and Use of Gauja National Park*,
<http://likumi.lv/doc.php?id=247900>

Law of the Republic of Latvia, *Law on the Supervision of the Handling of Food*,
<http://likumi.lv/doc.php?id=47184>

Cabinet of Ministers Regulations No. 440, *Regulations regarding the Types of Trade to Be Agreed upon with a Self-government and the Procedures of Organizing of Trade*, <http://likumi.lv/doc.php?id=210696>

Sigulda District Binding Regulations No. 9, *Sigulda District Public Policy Regulations*, <http://www.sigulda.lv/public/lat/jaunumi/4339/>

Sigulda District Regulations No. 12, *Sigulda District Dues on Public Trade*,
http://sigulda.lv/public/lat/pasvaldiba/dokumenti1/saistosie_noteikumi/

Lithuania

The organization of events with sustainability as a driving paradigm is new and still a rather poorly understood concept in Lithuania, in spite of growing importance across the country in sustainable development since the approval of the country's first nation-wide strategy for sustainable development in 2003. The ZEN project led locally by the Municipality of Vilnius is one of the first steps in this direction in Lithuania.

In 2012, the Future Society Institute carried out the country's first sociological study with event organizers with regards to their level of awareness of sustainability and practice in terms of implementing sustainability in event planning, management and delivery in Vilnius. This study revealed that although there is demand for more sustainable events in Lithuania, the majority of event organisers are forced to choose conventional and unsustainable methods due to economic reasons and strict customer requirements. Event organisers clearly stated two main obstacles that prevent them from working in alignment with sustainable development principles: lack of knowledge about the concept and absence of relevant political decisions.

Policies and regulations affecting events in Lithuania

Regulations and policies that affect the organization of events and festivals in Lithuania can be classified broadly into two categories: those valid nationally and those valid only within specific municipalities.

The national law affecting gatherings³⁸ that dates back to 1993 (updated version issued in 2012) allows "peaceful gatherings of individuals organised to express views and opinions of these groups freely with the aim of ensuring civic participation in society across the country". Yet, this law does not regulate sports events, concerts, recreational or other public events. The organization of events and festivals is generally regulated by legislation approved at local level (municipalities), except for a number of issues related to public safety, which are covered by national legislation.

³⁸ Official name of the document (in Lithuanian): 1993 m. gruodžio 2 d. Lietuvos Respublikos susirinkimų įstatymas (Žin., 2003., Nr. Nr. I-317)

Table 5. Summary of key national and local (Vilnius only) legislation affecting events in Lithuania.

Issue	National legislation
Safety and security – police services	Official name of the document (in Lithuanian): 1993 m. gruodžio 2 d. Lietuvos Respublikos susirinkimų įstatymas (Žin., 2003., Nr. Nr. I-317)
Alcohol consumption and provision	Official name of the document (in Lithuanian): 1995 m. balandžio 18 d. Lietuvos Respublikos alkoholio kontrolės įstatymas (Žin., 2008, Nr. I-857)
Noise control	Official name of the document (in Lithuanian): 2004 m. spalio 26 d Lietuvos Respublikos Triukšmo valdymo įstatymas (Žin., 2004, Nr. 164-5971)
Animal welfare	Official name of the document (in Lithuanian): 2013 m. sausio 2 d. įsakymas Nr. B1-2 „Dėl veterinarijos reikalavimų pramoginiams ir kitiems renginiams naudojamies gyvūnams patvirtinimo“
Copyright	Official name of the document (in Lithuanian): 1999 m. gegužės 18 d. Lietuvos Respublikos Autorių teisių ir gretutinių teisių įstatymas (Žin., 1999, Nr. 50-1598)
Issue	Local legislation (Vilnius only)
Street cleanliness	<p>Official name of the document (in Lithuanian): 2011 m. lapkričio 23 d. Vilniaus miesto savivaldybės Tarybos sprendimas Nr. 1-326 „Dėl tvarkymo ir švaros taisyklių patvirtinimo“³⁹</p> <p>These regulations also define what overall requirements must be met by all events and festivals organized in Vilnius. Based on these rules event organisers are obliged to:</p> <ul style="list-style-type: none"> • Before the event, organizers must obtain an event license certificate issued by the city council. • Ensure that standards of cleanliness, public order and public safety are adhered to. These requirements are also regulated other

³⁹ Source: <http://www.vilnius.lt/vaktai/Default.aspx?Id=3&DocId=30203480>

	<p>regulations, including “Waste management regulations in the City of Vilnius”.</p> <ul style="list-style-type: none"> • Regulations for the collection of local taxes and event licenses⁴⁰ – these regulations only apply to ticketed events where an admission price is charged.
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⁴⁰Official name of the document (in Lithuanian): 2008 m. gegužės 28 d. Vilniaus miesto savivaldybės Tarybos sprendimas Nr. 1-494 „Dėl vietinės rinkliavos už leidimo (pažymėjimo) organizuoti komercinius renginius savivaldybei priklausančiuose ar valdytojo teise valdomose viešojo naudojimo teritorijose išdavimą nuostatų tvirtinimo“

Romania

The only law in Romania containing specific references to the organisation of events is Law no. 60/1991 on the planning and implementation of public gatherings, published in the Romanian Official Journal no. 192 (25, September 1991).

According to this document, there are a number of legal restrictions applicable to the organisation of public gatherings, namely:

- Public gatherings – which include meetings, demonstrations, rallies, processions and similar events, and are normally held in market squares, public ways or in other outdoor places – can be held subject to a license obtained from the local authority.
- Public gatherings should be conducted peacefully and in an orderly manner in order to protect participants as well as the environment, without hindering the normal use public roads, public transportation – except where authorised –, the functioning of public and private institutions (incl. education, culture, health and economic services) and they must not degenerate into turbulent actions which endanger public order and peace, the security of people, and their physical integrity as well as that of their property.
- If the public gathering is for cultural purposes, artistic, sporting, religious, remembrance, or other reasons such as official visits or taking place within the premises of legal persons of public buildings or private space, then the gathering does not require a license. If the organizers of such public gatherings have evidence to believe that disorder or violence may erupt, they must request specialist support in advance from the city/town council and the police.
- Municipalities, city or municipal police and local authorities are obliged to provide the necessary conditions for the normal delivery of public gatherings.

Table 6. Other regulations affecting events and festivals in Romania.

Issue	Remarks
Fire safety⁴¹	A fire safety license is required if temporary structures are used for outdoor events with a capacity in excess of 200 seats or commercial premises with a surface area of 2,500 m ² or more. This process normally requires the following documentation:

⁴¹ Source: according to art. 13, point (5) from the authorisation methodology regarding the fire prevention and civil protection, used by O.M.A.I. no. 80/05.05.2009.

	<ul style="list-style-type: none"> • An application form. • A plan of the venue with the location of temporary structures, existing objects, distances to neighbouring buildings, specifying their function as well as public access routes. • Security fire scenario. • List of all submitted documentation. • The site plan. • The emergency evacuation plan.
Institutions⁴²	<p>This regulation covers the legal framework for the creation, organisation and functioning of organisations in charge of events and festivals as well as their artistic activity. This regulation aims to:</p> <ol style="list-style-type: none"> 1. Support and encourage public-private initiatives in order to diversify and develop the performing arts sector. 2. Support national cultural identity and the cultural identity of ethnic minorities through the performing arts. 3. Promote national and international ethnic and universal artistic values in the performing arts. 4. Increase public awareness and access to shows and concerts.
Noise⁴³	<p>This national regulation addresses the management and prevention of ambient noise using the following measures:</p> <ol style="list-style-type: none"> 1. Determining exposure to environmental noise through noise monitoring. 2. Facilitating public access to information on environmental noise and its effects. 3. Adopting action plans, if required, for preventing and reducing environmental noise, particularly where exposure levels can cause harmful effects to human health. <p>This noise regulation applies also to road vehicles, rail and infrastructure, aircraft, and industrial equipment.</p>

⁴² Source: Ordinance No. 21 (31, January 2007).

⁴³ Source: Decision no. 321 (14 April 2005) regarding the evaluation and management of environmental noise.

Further information

At national level:

- Impact assessments for European Capitals of Culture Cities Sibiu 2007 (Romania), Organiser Manual for VoluntExpo 2006

At European level:

- Models of Impact Assessment - European Capitals of Culture Cities: Brugge 2002, Lille 2004, Liverpool 2008

Slovenia

In the Constitution of the Republic of Slovenia, Article 42 (Right of Assembly and Association) states that: “The right of peaceful assembly and public meetings shall be guaranteed. Everyone has the right to freedom of association with others.”

Nationally, the fundamentals regulations that every event and festival must abide by are spelled out in:

- The Public Gathering Act (Official Gazette RS, nos. 113/05 – UPB2, 85/09, 59/10 in 39/11); and
- Rules on the implementation of the Public Gatherings Act (Official gazette RS, nos. [117/2002](#); [6/2006](#), [48/2010](#), [85/2012](#))

In addition to the above, and depending on the specific characteristics of the event, the following specific regulations must also be observed throughout the country:

1. Road Traffic Safety Act
2. Elections and Referendum Campaign Act
3. Protection against Drowning Act
4. Ski Safety Act
5. Sports Act
6. Veterinary Compliance Criteria Act
7. Cave Protection Act
8. Decree on general measures applied to sports facilities during sports events
9. Copyright and Related Rights Act
10. Decree on green public procurements (2012)

Public Gathering Act

Public events in Slovenia include cultural, sports, entertainment, educational, religious gatherings or other activities where participation is either freely open to the public or subject to certain conditions.

All rallies and events must be registered in advance with the relevant authorities (local government or state government) or, if required by the law, subject to specific conditions for approval.

In most circumstances, event organisers need to get the following permits before they can stage an event:

- Safety – Register the event with the local police department
- Cleanliness and security – Receive a permit from the local administrative unit
- Noise management – Receive permit for using audio devices in public spaces
- Notify the local authority in advance about the event

- Receive consent from the land owner where the event will be held
- Receive copyright clearance for public communications from relevant authors
- Other permits – In some cases, other permits will apply as set out in law (e.g. food sale and standards)

Policies at local level

Some of the key local policies affecting events and festivals in the Municipality of Murska Sobota can be summarised as follows:

Table 7. Local policies and regulations affecting events in Murska Sobota.

Issue	Remarks
<i>Environmental protection</i>	Programme for environmental protection in the Municipality of Murska Sobota (2007) ⁴⁴ .
<i>Sustainable mobility</i>	Plan for sustainable mobility for the Municipality of Murska Sobota (2008) ⁴⁵ .
<i>Energy</i>	Energy concept for the Municipality of Murska Sobota (2006) ⁴⁶ .
<i>Sustainable development</i>	OKO (Opportunities, Knowledge, Options) Programme – Long-term Strategic Plan for Sustainable Development for the Murska Sobota Municipality.
<i>Air pollution</i>	Plan to reduce small dust particles (PM10) in the air in the Murska Sobota Municipality ⁴⁷ .

⁴⁴ <http://www.murska-sobota.si/ob%C4%8Dinski-program-varstva-okolja>

⁴⁵ <http://www.murska-sobota.si/sites/default/files/kolesarjenje/Nacrt%20trajnostne%20mobilnosti%20MS.pdf>

⁴⁶ <http://www.murska-sobota.si/energetska-zasnova-mestne-ob%C4%8Dine-murska-sobota-0>

⁴⁷ <http://www.murska-sobota.si/ob%C4%8Dinski-program-varstva-okolja>

Table 8. Regional policies and regulations affecting events in the region of Pomurje.

Issue	Remarks
Water quality	CERO Puconci – Centre for Waste Treatment ⁴⁸ .
Energy	Energy scheme for the region of Pomurje (2007-2013) ⁴⁹ .
Regional development	Regional development programme for the region of Pomurje (2007-2013) ⁵⁰ .

Table 9. National policies and regulations affecting events in Slovenia.

Issue	Remarks
Environmental protection	National Environmental Protection Action Programme (Official Gazette RS, nos. <u>83/1999</u>) ⁵¹ . Resolution on National Environmental Action Plan 2005-2012 (Official Gazette RS, nos. <u>2/2006</u>) ⁵² .
Air quality	Operational programme for the protection of ambient air against pollution caused by PM10 ⁵³ .

⁴⁸ <http://www.cerop.si/>

⁴⁹ http://www.lea-pomurje.si/datoteke/Energetska_vizija_Pomurja_2007_-_2013.pdf

⁵⁰ <http://web.rra-mura.com/page.aspx?top=3&sub=20&title=STRATE%C5%A0KI%20DOKUMENTI>

⁵¹ <http://www.uradni-list.si/1/objava.jsp?urlid=199983&stevilka=3953>

⁵² <http://www.uradni-list.si/1/objava.jsp?urlid=20062&stevilka=3>

⁵³

http://www.mko.gov.si/fileadmin/mko.gov.si/pageuploads/zakonodaja/varstvo_okolja/operativni_programi/op_onesnazevanje_pm10.pdf

Further information

Project Čista zmaga (Pure victory) March 2012 – July 2013

Project Pure victory – sustainable sport events

The aim of this project was to bring change related anchored in sustainable development through sport events in cooperation with the Slovenian Institute for Sustainable Development (<http://www.umanotera.si/index.php?node=3>).

Some of the key outcomes of this project included:

- Guide for organising sustainable sport events⁵⁴
- Evaluation criteria for sustainable sport events⁵⁵

Further reports on events linked to this programme can be found online at http://www.cistazmaga.si/?page_id=4

⁵⁴ http://www.cistazmaga.si/wp-content/uploads/2013/06/Umanotera_Cista-zmaga_prirocnik_FINAL2.pdf

⁵⁵ http://www.cistazmaga.si/?attachment_id=644

Spain

Public gatherings and activities in public spaces

At national level, the Spanish Constitution spells out in Art. 21 the right for peaceful public gatherings without weapons. Exercising this right does not require previous authorisation. This right is regulated by the Right to Public Gatherings Organic Law no. 9/1983 (15th July).

Royal Decree no. 2816/1982 (27th August), adopted the General Policy Regulation for Public Events and Recreational Activities. It applies among other activities to general events and sport events in open spaces, including attractions, trade fairs, staged events, local festivals and celebrations, folklore events, music festivals, etc.

The Spanish Standard no. UNE-EN 13782, which applies to temporary structures, tents and security, sets out the security requirements and specifications of mobile tents and temporary structures with a surface area in excess of 50 m². This standard effectively implements the European Union's Regulation EN 13782:2005, which governs the installation of temporary and detachable structures.

Table 10. National policies and regulations affecting events in Spain.

Issue	Remarks
<i>Heritage protection and conservation</i>	<p>- Article 46 of Spanish Constitution states that: "Public authorities will ensure the conservation and promotion of historical, cultural and artistic heritage in Spain and the goods that it includes, independently of its legal regulation and ownership framework"</p> <p>- Law no. 16/1985 regarding the Spanish Historical Heritage and Royal Decree no. 111/1986 (which implements Art.36 Law 16/1985) states that: "1. Property deemed to be part of Spain's Historical Heritage shall be preserved, maintained and safeguarded; 2. The use of this property shall only be possible when its preservation is not at risk."</p>
<i>Environment</i>	Some environmental national policies apply to events and festivals, and specifically to their environmental impact. Here are some of the key ones in this respect:

	<ul style="list-style-type: none"> • Waste: Law 22/2011 (28th July) on wastes and polluted soil. • Waste: Ministerial Decree MAM/304/2002 regarding disposal of waste. • Pollution: Law 16/2002 (1st July) on the integrated prevention and control of pollution. • Environmental impact: Royal Legislative Decree 1/2008 (11th January) on Environmental Impact Assessments. • Noise: Law 37/2003 regulates noise pollution in Spain. • Lighting: Royal Decree 1890/2008 on energy efficiency in lighting. • Water: Royal Decree 11/1995 for the regulation of urban waste and water treatment.
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Regional level policies and regulations

Spain is divided into several autonomous regions, many of which have legal competencies with regards to the development of policy and regulations affecting events. Some of the key regulations on this front are summarized below.

AUTONOMOUS COMMUNITY	EXCLUSIVE COMPETENCES	LAW AND REGULATIONS
ANDALUCÍA	Functions and services transferred by Royal Decree 1677/1984, 18th July (BOE nº 225, on 19th September).	Art. 13.32 of Autonomy Statute of Andalucía, approved by Organic Law 6/1981, 30th December (BOE nº 9, 11th January 1982).
ARAGÓN	Functions and services transferred by Royal Decree 1053/1994, 20th March (BOE nº 148, on 22nd June).	Art. 71.54 ^a of Autonomy Statute of Aragón, approved by Organic Law 5/2007, 20th April (BOE nº 97 on 23rd April).
CANARIAS	Functions and services transferred by Royal Decree 1115/1985, 5th June (BOE nº 163, 9th July)	Art. 30.15 of Autonomy Statute of Canarias, approved by Organic Law 10/1982, 10th August (BOE nº 195, on 16th August), modified by Organic Law 4/1996, 30th December (BOE nº 315, 31st December).
CANTABRIA	Functions and services transferred by Royal Decree 1389/1996, 7th June (BOE nº 156, on 28th June). Correction of errata on BOE nº 188, 5th August 1996.	Art. 24.27 of Autonomy Statute of Cantabria, approved by Organic Law 8/1981, 30th December (BOE nº 9, on 11th January 1982) reformed by Organic Law 2/1994, 24th March (BOE nº 72, on 25th March), and by Organic Law 11/1998, 30th December (BOE nº 313, on 31st December).
CASTILLA - LA MANCHA	Functions and services transferred by Royal Decree 387/1995, 10th March (BOE nº. 93, on 19th April)	Art 32.1.23 of Autonomy Statute of Castilla-La Mancha, approved by Organic Law 9/1982, 10th August (BOE nº 195, 16th August reformed by Organic Law 7/1994, on 24th March (BOE nº 72, 25th March) by Organic Law 3/1997, 3rd July (BOE nº 159, on 4th July).

AUTONOMOUS COMMUNITY	EXCLUSIVE COMPETENCES	LAW AND REGULATIONS
CASTILLA Y LEÓN	Functions and services transferred by Royal Decree 1685/1994, 22nd July (BOE nº 216, 9th September).	Art. 70.1.32 of Autonomy Statute of Castilla y León, approved by Organic Law 14/2007, 30th November (BOE nº 288, 1st December).
CATALUÑA	Functions and services transferred by Royal Decree 1771/1985, 1st August (BOE nº 235, 1st October).	Art. 141 of Autonomy Statute of Cataluña, approved by Organic Law 6/2006, 19th July (BOE nº 172, 20th de julio).
COMUNIDAD DE MADRID	Functions and services transferred by Royal Decree 2371/1994, 9th December (BOE nº 310, 28th December).	Art. 26.22 of Autonomy Statute of Comunidad de Madrid, approved by Organic Law 3/1983, 25th February (BOE nº 51, 1st March) reformed by Organic Law 10/1994, 24th March (BOE nº 72, 25th March) and by Organic Law 5/1998, 7th July (BOE nº 162, 8th July).
COMUNIDAD FORAL DE NAVARRA	Functions and services transferred by Royal Decree 228/1986, 24th January (BOE nº 36, 11th February).	Art. 44.15 of the Reintegration and Enhancement of the Regional Set of Rules of Navarra, approved by Organic Law 13/1982, 10th August (BOE nº 195, 16th August).
COMUNIDAD VALENCIANA	Functions and services transferred by Royal Decree 1040/1985, 25th March (BOE nº 157, 2nd July).	Art. 49.30. of Autonomy Statute of Comunidad Valenciana, approved by Organic Law 5/1982, 1st July (BOE nº 164, 10th July), reformed by Organic Law 5/1994, 24th March (BOE nº 72, 25th March) and by Organic Law 1/2006, 10th April (BOE nº 86, 11th April).

AUTONOMOUS COMMUNITY	EXCLUSIVE COMPETENCES	LAW AND REGULATIONS
EXTREMADURA	Functions and services transferred by Royal Decree 57/1995, 24th January (BOE nº 40, 16th February).	Art. 7.1.24 of Autonomy Statute of Extremadura, approved by Organic Law 1/1983, 25th February (BOE nº 49, de 26 de febrero), reformed by Organic 8/1994, 24th March (BOE nº 72, 25th March) and by Organic Law 12/1999, 6th March (BOE nº 109, 7th May).
GALICIA	Functions and services transferred by Royal Decree Real1640/1996, 5 July (BOE nº 184, 31st July).	Transferred by Organic Law 16/1995, 27th December, art. 2.b) y 5 (BOE nº 310, 28th December).
ILLES BALEARS	Functions and services transferred by Royal Decree 122/1995, 27th January (BOE nº 44, 2st1 February).	Art. 10.27 of Autonomy Statute of Illes Balears, approved by Organic Law 2/1983, de 25th February (BOE nº 51, 1st March) reformed by Organic Law 9/1994, 24th March (BOE nº 72, 25th March) and by Organic Law 3/1999, 8th January (BOE nº 8, 9th January)
LA RIOJA	Functions and services transferred by Royal Decree 2374/1994, 9th December (BOE nº 310, 28th December).	Art. 8.1.22 of Autonomy Statute of La Rioja, approved by Organic Law 3/1982, 9th June (B.O.E nº 146, 19th June) reformed by Organic Law 3/1994, 24th March (BOE nº 72, 25th March) and by Organic Law 2/1999, 8th January (BOE nº 8, 8th January)

Every autonomous region in Spain has competences in the management of cultural and/or historical heritage assets. As a result of this, as with noise pollution, waste management and other competences, each region adapts national legislation to implement its own regulations and policies.

Local (municipality) policies and regulations

In Spain, municipalities develop policies and initiatives based on regional and national legislation.

Table 11. Examples of local policies and regulations.

Municipality	Local policies and regulations
<i>Merida City Council</i>	<ul style="list-style-type: none"> - Municipal law for noise pollution - General municipal law for environmental issues (specific regulations related to urban waste and sewage, natural spaces, parks, gardens, and urban woodlands).
<i>Caceres City Council</i>	<ul style="list-style-type: none"> - Environmental policy framework for Caceres City Council.

Further information
<p>Guide for sustainable events in the city of Vitoria-Gasteiz</p> <p>The city of Vitoria-Gasteiz created a guide⁵⁶ with guidelines for the organisation and implementation of sustainable events in the city in 2012 to coincide with the year when the city was Green European Capital City.</p> <p>Guidelines for the implementation of sustainable events in Madrid</p> <p>This report by the City of Madrid⁵⁷ offers guidelines for integrating sustainability into the organisation and management of events taking into account social, environmental and economics perspectives.</p>

⁵⁶ <http://www.vitoria-gasteiz.org/wb021/http/contenidosEstaticos/adjuntos/es/43/43/44343.pdf>

⁵⁷

<http://www.madrid.es/UnidadesDescentralizadas/Agenda21/ContenidosBasicos/Ficheros/11%20Gu%C3%ADa%20Eventos%20Sostenibles%20completa.pdf>

Guide for the implementation of sustainable events and conferences. University of Cantabria

This guideline⁵⁸ is framed within the Greening Plan of the University of Cantabria

Regional government of Andalucia's "Manual for the planning and implementation of sustainable and socially responsible events"

Andalucia's OPC Association designed this handbook⁵⁹ as a result of the implementation of the NOVA Q2 project. This project included as partners the Junta de Andalucía and the Regional Ministry of Tourism, Trade and Sports.

Guide to sustainable events in Barcelona⁶⁰

Guide to sustainable events in the region of Castilla y Leon⁶¹

Organising sustainable events in the Zaragoza 2008 Expo⁶²

National (Spain) conference on the environment: sustainability in events⁶³

The purpose of the Working Group "Sustainable Events (GT-ESOS) CONAMA 9" is to research the evolution and current status of sustainability applied to events and festivals with a specific focus on Spain.

⁵⁸

http://www.coie.unican.es/jornadas2013/archivos/GUIA%20EVENTOS_CONGRESOS%20SOSTENIBLES%20UC.pdf

⁵⁹ http://www.turismodecordoba.org/84/gdocumental/l18_a45_c2/manual_eventos_sostenibles.pdf

⁶⁰ http://www.ingurumena.ejgv.euskadi.net/r49-6172/es/contenidos/libro/fiestas_sostenibles/es_10301/adjuntos/fiestas_sostenibles.pdf

⁶¹

http://www.jcyl.es/web/jcyl/binarios/668/509/Guia_eventos_sostenibles_cyl.pdf?blobheader=application/pdf;charset=UTF-8&blobnocache=true

⁶² <http://www.mongini.biz/lamargreen/eventos3.pdf>

⁶³ http://www.conama9.org/conama9/download/files/GTs/GT_ESOS/ESOS_final.pdf

United Kingdom

Legislation and regulations affecting events and festivals in the UK cover a number of areas that include:

- Staffing (incl. volunteers)
- Health and safety
- Licensing
- Environmental and waste management
- Fire and fireworks
- Traffic and roads
- Noise and disturbance
- Other (e.g. events held in the countryside, air and water-based events)

Table 12. Key national legislation affecting events in the UK by topic.

Issue	Legislation and regulations (national)
<i>Staffing and volunteers</i>	<p>Working time directive</p> <p>This gives all adult workers the right not to be forced to work more than 48 hours per week. It is possible to opt out of this, but it must be voluntary and it must be in writing.</p> <p>Data protection Act 1998</p> <p>Developed to protect people from having information about them abused.</p> <p>Workplace (Health Safety & Welfare) regulations</p> <p>Under Section 2, the employer has a duty to ensure the health, safety and welfare of all employees, whilst they are working.</p> <p>Equality Act 2010 (previously the Disability Discrimination Act)</p>

	<p>Aims to ensure that disabled people are not discriminated against, in any way. In terms of events, special provision must be ensured including:</p> <ul style="list-style-type: none"> • Sanitary provision for those with special needs • Safe access and circulation routes <p>Lifting operations and lifting equipment regulations (LOLER)</p> <p>Lifting equipment regulations cover all equipment used within the work place for the lifting or lowering of loads.</p> <p>Work at height regulations</p> <p>Applies to all operations, where a fall from working at height could result in injury.</p> <p>Personal protective equipment (PPE) at work regulations 1992</p> <p>Ensures employers have a duty of care to provide employees with equipment and clothing which is in order to protect them from risks or harm.</p> <p>Provision and use of work equipment regulations (PUWER) 1998</p> <p>Aims to ensure that all equipment used by employees is safe and suitable for the intended use, only used by those who have had the relevant training/information.</p> <p>For events this includes the use of:</p> <ul style="list-style-type: none"> • Any vehicles used onsite • Lifting and rigging equipment
Health and safety	Electricity at work regulations

Aims to ensure the safety of electrical equipment and minimise the risks associated with the use of electricity at work.

Control of substances hazardous to health (COSHH) Regulations 1999

Employers must undertake an assessment of all cleaning and deodorising products used in the workplace. This includes the use of smoke and fog effects.

Occupiers liability act

States that the occupier of premises has a “duty of care” to all visitors.

The management of health and safety at work regulations

Employers and the self-employed must undertake a detailed risk assessment, to assess the risks of their operations to workers or others affected by their work.

RIDDOR (Reporting of Injuries, Diseases and Dangerous Occurrences) Regulations 1995

Some accidents that occur in the work place are reportable to the Health and Safety Authority under RIDDOR. These include: Fatalities, major injuries, some diseases, reportable dangerous occurrences

Food safety regulations

Covers a range of food safety regulations and mean that:

- Food must be produced in an hygienic area and handled in an hygienic manner
- The Hazard Analysis and Critical Control Point (HACCP) system must be used to manage the food preparation process.

The Health and Safety (First-Aid) Regulations 1981

Employers must provide staff, equipment and facilities

	<p>which are adequate to ensure any employee who is injured or falls ill, will receive immediate attention.</p> <p>Health and Safety at Work Act</p> <p>Supports workers' rights to work in places where risks to their health and safety are properly controlled. Your employer is responsible for health and safety, at work but employees can help by carrying out their own risk assessments.</p>
Licensing	<p>Licensing act 2003</p> <p>For licensed activities, both a premises and a personal license are required. Licensable activities include:</p> <ul style="list-style-type: none"> – The retail sale of alcohol – The supply of alcohol in a members club – The provision of late night refreshment – The provision of regulated entertainment <p>Public performance license (PPL)</p> <p>Businesses and organisations are required to obtain a PPL if they wish to play recorded music in public, via radio, CD, TV, Music videos or any other form.</p> <p>Performing rights society (PRS)</p> <p>If any organisation wishes to play music (live or recorded) to its employees and customers, then it must hold the relevant permission, which is obtained through the PRS. This ensures that the composers, producers and writers of the music receive royalties.</p>
Environment and waste management	<p>WEEE Waste directive 1997</p> <p>The Waste Electrical and Electronic Equipment Directive aims to reduce the amount of electrical and electronic equipment being produced and to encourage everyone to reuse, recycle and recover it and dispose of it through the correct methods.</p> <p>Duty of care (waste transfer notes)</p>

	<p>Applies to everyone involved in handling waste:</p> <ul style="list-style-type: none"> – The person taking your waste must be a licensed waste carrier. – The waste must go to a licensed site. – Waste transfer notes must be signed by both parties with a description of the waste. Records must be kept for two years. <p>Waste batteries and accumulators regulations 2009</p> <p>This legislation sets out guidelines for collecting, treating and recycling all types of batteries in the UK.</p> <p>Clean neighbourhoods and environment act 2005</p> <p>Relevance to waste collection, fly-posting, noise and abandoned shopping trolleys!</p> <p>Environmental protection act 1990</p> <p>Places a duty of care on those who produce, carry and treat waste, to ensure that it is collected by a registered waste carrier. It is an offence to dispose waste in a manner which is likely to result in environmental pollution or harm to human health.</p> <p>Environment Act 1995</p> <p>Promotes protection of the environment and promote the principles of sustainable development.</p> <p>Town and Country Planning Act 1990</p> <p>This Act may impact outdoor events as it prohibits cutting down, uprooting, topping, lopping, willful damage or willful destruction of protected trees or woodlands or you receive permission from the Local Planning Authority.</p>
Fire and	Firework regulations 2004

<p><i>fireworks</i></p>	<p>Controls the supply, importation, possession and use of fireworks and on preventing the anti-social behaviour associated with fireworks.</p> <p>Fire and safety at places of sport act 1987</p> <p>Event where 500 or more participants are in a covered stand, and the legal requirement to obtain a General Safety Certificate.</p> <p>Control of explosives regulations (COER)</p> <p>Anyone wishing to store an explosive such as a firework must have an Explosives Certificate, which is obtained from the police.</p> <p>Fire precautions (workplace) regulations 1997</p> <p>Written fire risk assessment. Emergency exits, Emergency lighting, Fire equipment and alarms and Fire marshal</p>
<p><i>Traffic and roads</i></p>	<p>Traffic management act – 2004</p> <p>Aids communication between Highways Agencies and event organisers to agree a traffic management plan with the traffic agency and police.</p> <p>Rights of way act 1990</p> <p>An Act to amend the law relating to rights of way and the disturbance and restoration of the surface of land over which rights of way pass.</p> <p>Road Traffic Act 1988 and Highways Act 1980</p> <p>The main Acts covering use of the public road network.</p> <p>Road Traffic Regulation Act 1984</p> <p>Provides the powers to restrict or regulate traffic on public roads.</p> <p>Vehicular access across common and other land regulations</p>

	Regulates use of vehicles off-road – can affect events based in the countryside.
Noise and disturbance	<p>Noise and statutory nuisance act 1993 (local authorities) & amendments in 2001 and 2005</p> <p>Sets measures for street noise, operating loudspeakers in a street.</p> <p>Anti-social behaviour act 2003</p> <p>An act to tackle anti-social behaviour from noise to drinking and drugs.</p> <p>Criminal damage act 1971</p> <p>Originally a common law offence, but during the industrial revolution was the first criminalisation of some damage and it now covers damage to property, arson, etc.</p> <p>Criminal justice and public order act 1994</p> <p>Increased police powers including inference from staying silent when arrested, stop and search and anti-social behaviour.</p> <p>Police reform act 2002 (s59)</p> <p>Covers certain uses of motor vehicles and police powers to seize.</p>
Extra legislation for events held in the countryside	<p>Commons act 2006</p> <p>Covers the use of Common Land and town or village greens in England and Wales.</p> <p>Ancient monuments and archaeological areas act 1979</p> <p>Controls, preservations and management of ancient monuments etc.</p> <p>National parks and access to the countryside act 1949, countryside act 1968 and countryside and rights of way act 2000 (and related regulations)</p> <p>General acts covering access to the countryside.</p>

	<p>Hunting act 2004</p> <p>Natural environment and rural communities act 2006</p> <p>Wildlife and countryside act 1981</p> <p>Dogs (protection of livestock) act 1953</p>
<i>Air and water-based events</i>	<p>Legislation applicable to air-based events</p> <ul style="list-style-type: none"> • Air Navigation Order 2000 (Statutory Instrument No 2000/1562) • CAA airworthiness regulations • Local byelaws • Rules of the Air Regulations 1996 (Statutory Instrument No 1996/1393). <p>Legislation applicable to water-based events</p> <ul style="list-style-type: none"> • Coastal Protection Act 1949 (s30) • Marine and Coastal Access Act 2009 • River Navigation Acts • Salmon and Freshwater Fisheries Act 1975 • Water Resources Act 1991

Table 13. Key local legislation affecting events in Powys (Wales).

Issue	Legislation and regulations (local for Powys)
<i>Powys County Council policies</i>	<ul style="list-style-type: none"> • Regional transport Plan • Powys Arts Strategy • Powys Arts Strategy and Planning Guidelines • Green Dragon Environmental Policy • Sustainable Waste Policy • Carbon Management Programme • Event Licensing • Council Procurement guidance • Council Grants guidance for Festivals and Events.

The future in Wales

The Welsh Government's Sustainability Bill (2013) has recently been renamed the Future Generations Bill (2014). In order to comply with this legislation, all public sector organisations will have to apply sustainability criteria to every policy and process.

Final remarks

This section of the report has provided a snapshot of the variety and types of legislation affecting events in different European countries at local, regional and national levels. Although it appears that most countries have rules to guarantee the right of public gatherings, there is hardly any regulation specific to the sustainability of events, though there is a rich body of environmental regulations aimed to limit the environmental impact of events.

From a governance perspective, the legislation and regulations described above do not say much about the actual implementation and policing of these rules. Early findings from a field research study carried out by the ZEN partnership under the academic leadership of Erasmus University Rotterdam indicate that rules and regulations affecting, for instance, noise pollution are often not enforced in some countries due to lack of resources by local authorities. Similarly, local authority officers often use discretionary spaces, which makes it easier to manage and rationalise actual enforcement.

2. Types of events – towards a classification of sustainable events

Introduction

Getz (1997) identifies an important element that characterises the concept of event: the *dynamism*. In other words, the ability of events to evolve over time and to be different in different places.

In line with this, Getz (1997) identifies eight categories of public events or private events:

1. Celebrations (e.g. festivals, carnivals, religious events, memorials)
2. Artistic events (e.g. concerts, other shows, exhibitions, award ceremonies)
3. Commercial events (e.g. fairs, trades, meetings, conferences, conventions)
4. Sports competitions
5. Instructional or scientific events (e.g. seminars, workshop, congress)
6. Recreational events (e.g. games, non-competitive sports, pastimes)
7. Political or civil events (e.g. inaugurations, investitures, visits by authorities, parades)
8. Private events

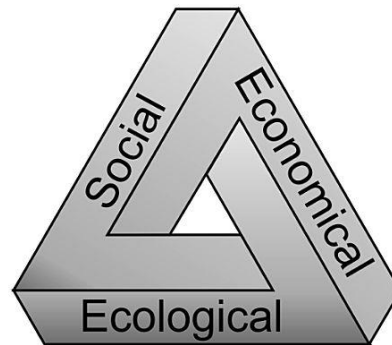
The classification of the events suggested by Getz has been revised and upgraded since by Ferrari (2002). The table shown below illustrates some of the various criteria that influence the planning and management of events.

Criteria	Classification
Frequency	– Periodical events – Unique events
Duration	– 1 day – 1 month – Other
Place	– Local – Regional – National – International – Global

Type of access	<ul style="list-style-type: none"> – Free – Paid – Free but some attractions subject to ticket purchase
Level of attention from the media	<ul style="list-style-type: none"> – Local – Regional – National – International
Target range	<ul style="list-style-type: none"> – Youth – Aged – Single – Families with kids
	<ul style="list-style-type: none"> – Business tourism – Cultural tourism
	<ul style="list-style-type: none"> – Inhabitants – Tourists
	<ul style="list-style-type: none"> – Experts – Public at large
	<ul style="list-style-type: none"> – Visitors ‘one visit only’ – Returning visitors
Spatial ranges of venue	<ul style="list-style-type: none"> – An area – More areas – Areas for special events – Neighbourhood of a city
Venue	<ul style="list-style-type: none"> – Single – Multiple (itinerant events)
Package of attractions offered	<ul style="list-style-type: none"> – An unique event – An essential event or a set of minor events or attractions – Other minor events
Service offered	<ul style="list-style-type: none"> – Information – Bookings – Transport – Accommodation – Catering – Security – Health service – Other events
Main purpose	<ul style="list-style-type: none"> – Increase of tourist flows – Fundraising – Entertainment

	<ul style="list-style-type: none"> – Trade promotion – Improving location's image – Community engagement – Philanthropic – Social – Other
Organisers	<ul style="list-style-type: none"> – Volunteers – Professionals – Public bodies – Sponsors – Suppliers – Other
Initiative and ownership	<ul style="list-style-type: none"> – Promoters, organisers, content owners of brand
Main sources of financial resources	<ul style="list-style-type: none"> – Public – Sponsorship – Ticketing – Other
Category	<ul style="list-style-type: none"> – Fair – Festival – Conference – Concert – Exhibition – Meeting – Religious festivity – Expo – Commemoration – Other events
Typology	<ul style="list-style-type: none"> – Celebration – Cultural – Recreational – Folk – Working – Religious – Sports – Commercial – Politics – Fundraising – Other

In spite of this, there is a rather remarkable lack of research on sustainable events that aim to address the three pillars of sustainability – economic, social and environmental.



This section explores event classifications and typologies across Europe and tries to elicit, where possible, the contribution of culture and sustainability to these classifications.

Further information

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Websites:

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http://shop.wki.it/Cedam/Libri/Event_Marketing_s10401.aspx

Bulgaria

Bulgaria does not have an official classification of cultural events. In spite of this, the official website of the Ministry of Culture⁶⁴ classifies cultural events at international national and regional levels as either:

- Music and film festivals (e.g. Sofia film festival)
- Folklore festivals, feasts and gatherings
- Festivals of traditions, traditional food, crafts and the arts⁶⁵

On the other hand, the National Strategy for Tourism Development (2007-2013)⁶⁶ provides an unofficial classification of events at national and regional levels as:

- Festivals
- Open air events
- Folklore events
- Presentations of traditions, national cuisine, handy crafts and arts
- Sports and other recreational activities⁶⁷

The official tourism portal of Bulgaria⁶⁸ elaborates on some of the above with specific examples as outlined below:

- Folklore festivals and gatherings: the International Mummers Festival “Starchevata” (Razlog), the International Festival of Masquerade Games “Surva” (Pernik), the International Folklore Festival (Veliko Tarnovo), the National Folklore Festival “Rozhen”, the International Bagpipe Festival in the village of Gela.
- Cultural events: Sofia Film Fest, Festival “Love is Folly” in Varna, the festival “Varna Summer”, the “Music Days in March” in Ruse, the “Sofia Music Weeks”, “Apolonia”, “Spirit of Burgas”, the Kavarna Rock Fest⁶⁹

⁶⁴ <http://mc.government.bg/index.php?l=2>

⁶⁵ <http://mc.government.bg/program.php?y=2013&m=7&l=1>

⁶⁶ <http://www.mi.government.bg/en/themes/nacionalna-strategiya-za-ustoichivo-razvitie-na-turizma-v-republika-balgariya-2009-2013-g-286-349.html>

⁶⁷ <http://www.mi.government.bg/en/themes/nacionalna-strategiya-za-ustoichivo-razvitie-na-turizma-v-republika-balgariya-2009-2013-g-286-349.html>

⁶⁸ http://bulgariatravel.org/en/tourism_types/3

⁶⁹ http://bulgariatravel.org/en/tourism_types/3

The working group “Festivals”⁷⁰ (part of Bulgaria’s National Strategy for Development of the Arts, Cultural Heritage, Cultural and Creative Industries and Cultural Tourism) offers a much more comprehensive classification using categories such as type of organiser, artist participation, and so on, as shown below:

Level of organisation:

- state (national)
- regional
- local (municipality)

Type of organiser:

- public
- private
- public-private

Types of festivals:

Classification by artist participations:

- traditional or alternative
- celebration of authors or talent contests
- artistic contests: performance festivals (e.g. music, theater, dance), visual arts (e.g. sculpture, graphics, paintings, literature, film and modern multidisciplinary arts (e.g. video, installations, performances)
- diversity of artistic content – presentation of one type of art or a synthesis of different arts
- professional status of participants – professionals or amateurs.

Classification by cultural type:

- Pop culture festivals
- Culture festivals for sharing aesthetic platforms, causes and trends. Often these include also fringe events with workshops, seminars and lectures

Classification by scope:

- Presentation of local art
- Dissemination of national artistic achievements
- Supporting international mobility of artists, art styles and directions



⁷⁰ <http://lykutin.blogspot.com/2012/02/blog-post.html>

Further information

Official site of the Bulgarian Ministry of Culture:

<http://mc.government.bg/index.php?l=2>

National strategy for tourism development 2007-2013:

<http://www.mi.government.bg/en/themes/nacionalna-strategiya-za-ustoichivo-razvitie-na-turizma-v-republika-balgariya-2009-2013-g-286-349.html>

Bulgaria's official tourism portal:

http://bulgariatravel.org/en/tourism_types/3

Greece

In Greece, events are classified in a number of ways, including their nature (e.g. celebrations, artistic events, business events, scientific events) as well as their frequency, duration, target audience, number of event goers, venue, theme, source of funding (e.g. public, private sponsorship, ticketing, mixed, other).

In terms of the purpose of events, their classifications include the following:

- Footfall (e.g. attracting visitors)
- Fundraising
- Entertainment
- Trade promotion
- Place promotion (e.g. improving a location's image)
- Community engagement
- Philanthropic
- Social
- Other

Geographical catchment:

- Local
- Regional
- National
- International
- Global

Further information
Synedrio Magazine" http://www.synedrio.gr
"Otherwise" http://www.otherwise.gr
"Technoekdotiki" http://www.technoekdotiki.gr/

Latvia

Nationally, culture events in Latvia are classified thematically or in terms of content using five major categories. These categories and other guidelines related to events are provided by the Central Statistics Administration of Latvia in collaboration with the Ministry of Culture. Nationally the key five categories of cultural events are:

1. National and traditional celebrations/festivals
2. Informative and educational events:
 - a. Concerts
 - b. Plays/theatre performances
 - c. Art exhibitions
3. Entertainment events
4. Religious events
5. Film

These five categories provide overall guidelines for municipalities, culture centres, concert halls and any organizer of culture events that receives public funding from central government or local authorities. Nevertheless, municipalities can set their own additional guidelines for event classification, which apply locally to their own events. This is very much the case of Sigulda Municipality, which has developed an alternative approach to event classification⁷¹ in order to plan municipal events with greater consideration for both local interest and a long-term strategy for the development of culture. In line with this, Sigulda's classification of events can be summarised as follows:

1. A-level events – Large scale events (more than 10,000 visitors), brand events with widespread promotion locally and nationally with the intention of attracting foreign tourists and promoting the image of Sigulda as a tourist destination. Examples of these types of events include Sigulda's International Opera Festival.
2. B-level events – Generally medium scale events in terms of audience, with a focus on supporting local businesses, entrepreneurs and creating economic benefits for Sigulda's residents, as well as promoting the image of Sigulda as an attractive tourist destination. Examples include the Sigulda's Children's Festival, Daile Theatre Festival, and the Sigulda District Festival.
3. C-level events – Small scale traditional events with a focus on local residents and often initiated or developed by local culture activists – e.g. choirs, folk

⁷¹ http://www.sigulda.lv/public/lat/buvvaldeattistiba/planosana1/attistibas_programma1/

dance groups, ethnic musicians, traditional craftsmen and local artists. Examples include Sigulda's Summer Solstice event, Sculptors' Day and Christmas events.

In addition to these classification guidelines, Sigulda District Council developed in 2011 a set of indicators in order to better understand trends affecting the development of culture in the District of Sigulda. These indicators are divided into five categories, namely:

1. Availability of professional arts:

- a. Number of professional art concerts and events
- b. Number of professional art events for children and families with children
- c. Number of professional art events for special audiences (e.g. people with special needs, pensioners, etc.)
- d. Number of visual arts events (exhibitions)
- e. Number of international exchange projects
- f. Number of films and cinema related events
- g. Number of visitors to professional art events
- h. Number of visitors to professional art events for children and families with children
- i. Number of visitors to professional art events for special audiences
- j. Number of tickets sold for professional art events, ticket sales revenue
- k. Awards received for accomplishments in professional arts
- l. Number of participants in international exchange projects
- m. Number of visitors to films and cinema related events
- n. Number of visitors to all professional arts events

2. Cultural heritage (tangible and intangible) – preservation, exploration and availability

- a. Total number of cultural monuments and heritage units
- b. Number of restored and renovated heritage units
- c. Number of restored and renovated culture monuments
- d. Number of educational projects in museums
- e. Number of newly created tourism/ heritage products and services
- f. Number of books in local libraries
- g. Number of books checked out of local libraries
- h. Number of children's books checked out of local libraries
- i. Number of registered users of local libraries
- j. Number of crafts events
- k. Number of traditional culture events

- l. Number of traditional culture collectives
- m. Number of culture research papers
- n. Number of visitors to educational projects in museums
- o. Number of participants in traditional culture collectives
- p. Number of school programmes using cultural heritage events/objects for educational purposes
- q. Number of active local library users and average number of books checked out

3. Creative life-long education and public participation

- a. Number of amateur art events
- b. Number of amateur art groups and collectives
- c. Number of children and youth amateur art collectives
- d. Number of amateur art events in public spaces
- e. Availability of amateur art events in the district's administrative centres/territories
- f. Number of life-long education programmes in culture
- g. Number of participants in cultural education programmes
- h. Number of cultural education exchange projects and exhibitions
- i. Number of newly created culture education programmes
- j. Number of educational events in municipal culture centres
- k. Number of educational events/projects co-financed by the municipality
- l. Number of culture centre events in local educational institutions
- m. Number of internships in culture centres
- n. Number of visitors to amateur art events
- o. Number of participants in amateur art collectives
- p. Number of participants in children and youth amateur art collectives
- q. Number of graduates of culture education programmes
- r. Number of student participants in culturally educational projects

4. Culture investments and projects

- a. Number of newly created or built infrastructure units
- b. Number of culture objects accessible to children and visitors with special needs
- c. Number of culture projects implemented or co-financed by the municipality
- d. Total amount of investments in culture infrastructure and technical/material resources
- e. Number of creative industries' events co-financed by the municipality
- f. Number of local residents with access to culture projects co-financed by the municipality
- g. Number of creative industry enterprises

5. Effective and client-oriented culture management

- a. Number of employees in municipal culture centres
- b. Number of completed research projects
- c. Number of co-financed and completed projects
- d. Number of NGOs related to culture
- e. Number of partnership projects with NGOs and the private sector
- f. Number of instructional/educational projects
- g. Level of education of culture staff
- h. Number of normative acts developed
- i. Number of completed communication events
- j. Number of trained employees
- k. Revenue increase from culture-related events

Lithuania

Lithuania does not have a unified national event classification typology. Instead, municipalities tend to have their own classifications of events. In general terms, the majority of official documents tend to use the type of event (e.g. fairs, sports events, etc) as the main criterion for their classification.

In Vilnius, events are broadly classified using the typologies shown below:

	Concerts: • Organized in different occasions
	Sport events: • Velomarathon
	Fairs: • Kaziukas Fair
	Festivals: • Christopher Summer Festival
	Commercial events: • Vilnius Book Fair
	Events for children and (or) under 18 events: • "We Are the Children of Vilnius"
	Charitable events: • "The Red Dress"
	City or state events: • Christmas in the capital

This classification does not preclude other broader classification criteria by experts in the field⁷², including the following:

- Level of free-time activities (entertainment events, educational events and special events)
- Type of the events (e.g. genre, style)
- Number of participants
- Age of participants
- Type of venue

Although different types of event classification systems are available, one of the most influential for culture events is likely to be the classification based on the event's venue. This type of classification allows for a different approach to culture event licensing, with much stricter requirements applied to events held in UNESCO

⁷² Kavaliauskas, J. (2010), Event Management: The aspects of marketing and creativity. http://eventi.vfu.bg/trainings/lit/Presentation_1.ppt

cultural heritage sites as compared to rock concerts held, say, in a football ground with no special significance in terms of heritage.

Sustainable development in relation to city events

A research study carried out in Lithuania of the extent to which event organisers consider sustainable development issues when planning and implementing their events and festivals has brought to the surface a number of challenges, even when it is largely acknowledged that strategic sustainability goals would contribute towards sustainability-related social marketing campaigns. Some of the obstacles elicited by this study are summarised below.

OBJECTIVE	MEASURES
Obstacle 1: Sustainable development principles have not been embedded into regulations affecting event planning and implementation. Sustainability interventions are generally seen as an added cost to events rather than as an asset, and events' potential negative impact is rarely considered.	
1. Ensure that events organised in the city of Vilnius are based on sustainable development principles	1.1. Approve sustainability regulations for the organisation of events.
	1.2. Develop guidelines for event organisers that outline the basic principles, directions and opportunities of sustainability.
	1.3. Make sustainable development a compulsory requirement (a selection criterion) for events funded the Municipality of Vilnius.
	1.4. Develop a funding subsidy scheme to support events organised in line with the principles of sustainable development.
Obstacle 2: Local communities and society at large are not familiar with the principles of sustainable development.	
2. Improve public knowledge and awareness about sustainable development and its significance for future generations and overall quality of life.	2.1. Raise awareness of sustainability principles among local communities as well as environmental impacts of events organized in Vilnius.
	2.2. Implement an intensive social marketing (educational) programme for non-governmental organisations, the private sector and society at large.
	2.3. Implement a special programme in pre-schools and schools in order to help children develop an understanding about sustainable development and encourage them to apply those principles in everyday life.
	2.4. Make sustainable development a compulsory part of general education programmes.
Obstacle 3: Use of e-systems is low. Opportunities provided by these systems are underused.	
3. Increase the use of internet-based tools and services.	3.1. Facilitate the establishment of start-ups that focus on creating innovative e-products.
	3.2. Facilitate the publication of educational and information-based e-journals and e-books.
	3.3. Implement a programme to combat digital exclusion among vulnerable groups in society.

Obstacle 4: Involvement of people with special needs in public events remains low because of a number of factors, including the following: <ul style="list-style-type: none"> - poorly developed public infrastructure - additional costs - increasing social exclusion (events are organised for specific social groups) 	
4. Facilitate the involvement in public events of the elderly and people with special needs.	4.1. Develop a plan for adapting Vilnius' city centre to the (access) requirements of special needs groups.
	4.2. Carry out a feasibility study in order to analyse the needs of different social groups (incl. blind, disabled, marginalised groups, etc.).
	4.3. Fund programmes that aim to increase the involvement in public events of people with special needs.
Obstacle 5: A common platform/system for events, tourism and the service sector has not been created yet.	
5. Make cultural tourism in Vilnius more attractive and accessible to visitors.	5.1. Plan each event schedule no later than two years before the actual event takes place.
	5.2. Initiate a network of events, tourism and service sectors with the goal of increasing the attractiveness of cultural tourism.
	5.3. Encourage consistency of events by eliminating competition of similar events and increasing their attractiveness.
	5.4. Develop a plan for the promotion of cultural tourism in the region of Vilnius (including cultural heritage objects).
Obstacle 6: Low number of tourists attending events organised in Vilnius. Cultural and art tourism is rather passive and progressing slowly.	
6. Promote an image of Vilnius as a cosmopolitan, open and interdisciplinary city.	6.1. Facilitate international cooperation between the arts and sciences, while developing and maintaining co-working centers.
	6.2. Make an international context analysis of Vilnius' main cultural events.
	6.3. Develop a bilingual e-map (English and Russian) of key events held in Vilnius. Update and renew the information on a regular basis.
	6.4. Develop and implement an international mobility program for professionals working in the field of innovation while involving universities,

	creative industries incubators and other relevant institutions.
Obstacle 7: Lithuanian society is not familiar with the principles of sustainable development.	
7. Raise awareness of sustainable development among professionals working in events and culture, and to support their ability to apply these principles in practice.	7.1. Develop and implement a training programme on sustainable development for event organisers.
	7.2. Based on good practice of green events in other countries, publish recommendations for professionals working in culture and events.
	7.3. Develop and implement a programme of sustainable development for events.

Romania

A research survey carried out in August 2012 by Romania's Northeast Regional Development Agency with event organisers⁷³ concluded that most of them did not have experience in measuring the impact of their events, that economic, social or environment impact indicators were mostly not used, and that this lack of data provided a fragile foundation for measuring the impact of events over time.

In Romania, events are broadly classified into the following typologies:

1. Religious
2. Traditional
3. Music

Slovenia

In Slovenia, the Public Gathering Act⁷⁴ sets out the legal foundations for the organisation of public gatherings and events. It defines and classifies two different interpretations of public gatherings, namely:

- Public rally – any organised gathering of people indoors or outdoors to express their opinions and views on issues of public or common interest, where access is open to all.
- Public event – any organised gathering of people for activities related to culture, sports, entertainment, education, religion or other issues organised in such a way that participation is free or subject to certain conditions.

Other sources⁷⁵ have classified events and festivals further into a number of typologies:

1. Theme: Music, sport, culture, politics, education, family;
2. Duration: short-term, one day, multi-day, longer;
3. Frequency: Traditional and unique events;

⁷³ Questionnaires sent in August 2012 to 33 local authorities and event organisers in Romania's Northeast region, of which 12 responses were obtained.

⁷⁴ Source: Public Gathering Act (Official Gazette RS, nos. 113/05 – UPB2, 85/09, 59/10 in 39/11), http://zakonodaja.gov.si/rpsi/r05/predpis_ZAKO1455.html

⁷⁵ Gršič, Rok. 2005. Proces organizacije prireditve na primeru festivala Kamfest. Degree Thesis, http://www.cek.ef.uni-lj.si/u_diplome/grsic2428.pdf

4. Geographical area: Local, regional, national, international;
5. Communication (language) related to the event: one language, multi-language;
6. Target audience: internal and external;
7. Media coverage: local, regional, national, international.

Another classification of (cultural) events and festivals can be found in Slovenia's Strategy for the Development of Cultural Tourism (2009-2013)⁷⁶, which offers the following typologies:

- Events of high artistic level (professional theatres, Slovenian opera and ballet performances, classical music festivals)
- Ethnographic events – carnivals and events that keep traditions and heritage alive
- Entertainment events – high-level participation events that attract large crowds through simplicity (compared to classical music) and with a combined offer of culture (not high-level culture) and entertainment (e.g. Sobota Days Festival, Rock Otočec, Lent Festival). These include also music concerts (e.g. folk music, modern music of various genres)

The Tourism Association of Slovenia⁷⁷ classifies events into eight categories:

- Heritage and folk events
- Traditional fairs (e.g. New Year's fair, crafts fair)
- Culinary events
- Farm holidays, tourist days and weeks, parades, nights, celebrations, associations anniversary
- Theatre, literature, music, dance and film events, festivals and exhibitions, conferences, meetings, symposia
- Fairs, business and promotional exhibitions
- Sport events, recreation, hikes

⁷⁶ Source: Strategy of Development of cultural tourism in Slovenia 2009-2013 (2009). Online: http://www.slovenia.info/pictures%5CTB_board%5Catachments_1%5C2009%5CSRKTS-29_8849.pdf.pdf

⁷⁷ Source: Sikošek, Marijana: Management prireditvev: organizacija študentskih prireditvev, 2010. Scientific publication. Available online: <http://www.fmkp.si/zalozba/ISBN/978-961-266-068-0.pdf>

Spain

One of the most widely used event typologies in Spain⁷⁸ uses the following categories:

1. Field of action
 2. Organising body
 3. Geographical scope
 4. Funding
 5. Type
 6. Category (it takes into account the following points)
 - Objectives
 - Characteristics
 - Place
 - Time for preparation and development
-
1. Field of action
 - Businesses: these events have public relevance and often involve some level of financial gain or other types of gain linked to business such as trade shows, conferences, exhibitions, product launches, breakfasts, awards, show rooms, etc.
 - Social: these events target the private sector, family and friends without seeking other revenue than the improvement of affective bonds. They include weddings, birthdays, barbecues, anniversaries, religious festivities, etc.
 2. Organising body
 - Government funded: The organiser of the event is a government body (local, regional or national) and the event targets local communities and society as a whole.
 - Non-Governmental: The organiser of the event is an NGO, an association, a federation or similar body.
 - Corporate: The organiser is a large corporation
 3. Geographical scope
 - Regional
 - National
 - International

⁷⁸ Argumedo M and Di Cesar M., *Tipología y clasificación de eventos*, Madrid: Fundación Universidad

4. Financing

- **Contract:** A professional organisation is hired to organise the event. The financing is the responsibility of the employer and there is a contract for services issued.
- **Turnkey:** The organiser hires a professional organisation and this organisation takes care of all aspects of the event from planning to delivery, management and funding.
- **Open:** Those in which each person pays for their participation, which means that the event is financed mainly from ticketed entry along with revenue from sponsors and exhibitors.
- **Closed:** Those funded by sponsors (private or government funded); participants can only attend by invitation from the organisers.

5. Type

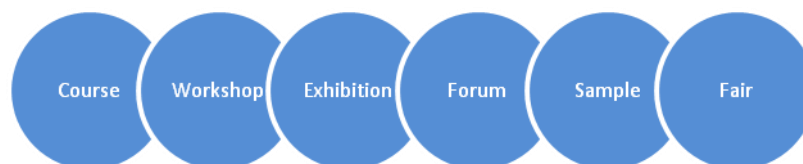
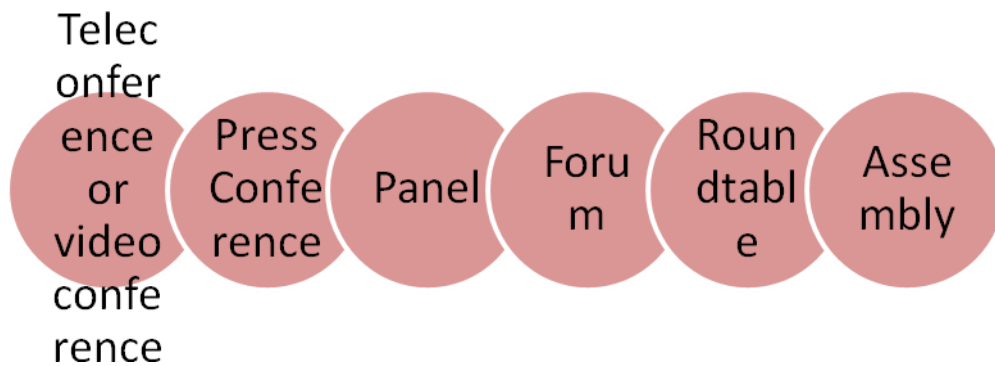
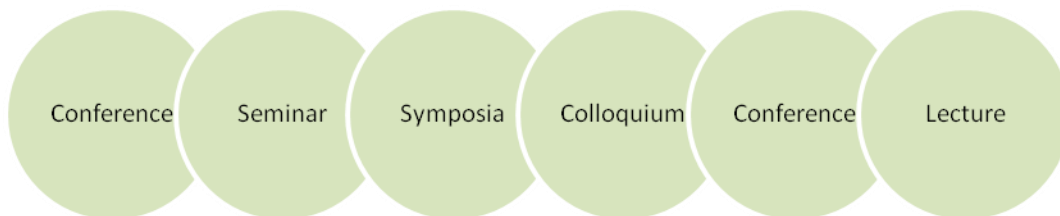
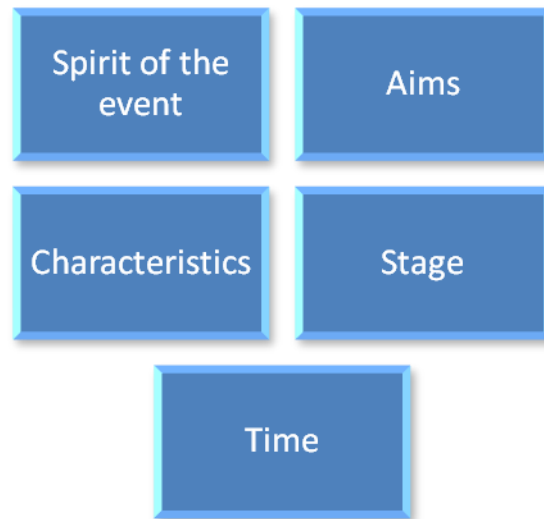
- **Social:** The significance of the event in most cases does not go beyond the limits of those who were invited. These events usually have a festive character.
- **Cultural:** Communication is done in a form that tends to enrich the culture of those involved in the event.
- **Sports:** Events where sports skills are showcased in order to encourage sports activity and to promote a better quality of life. These skills are related to the development of sportsmanship and physical abilities.

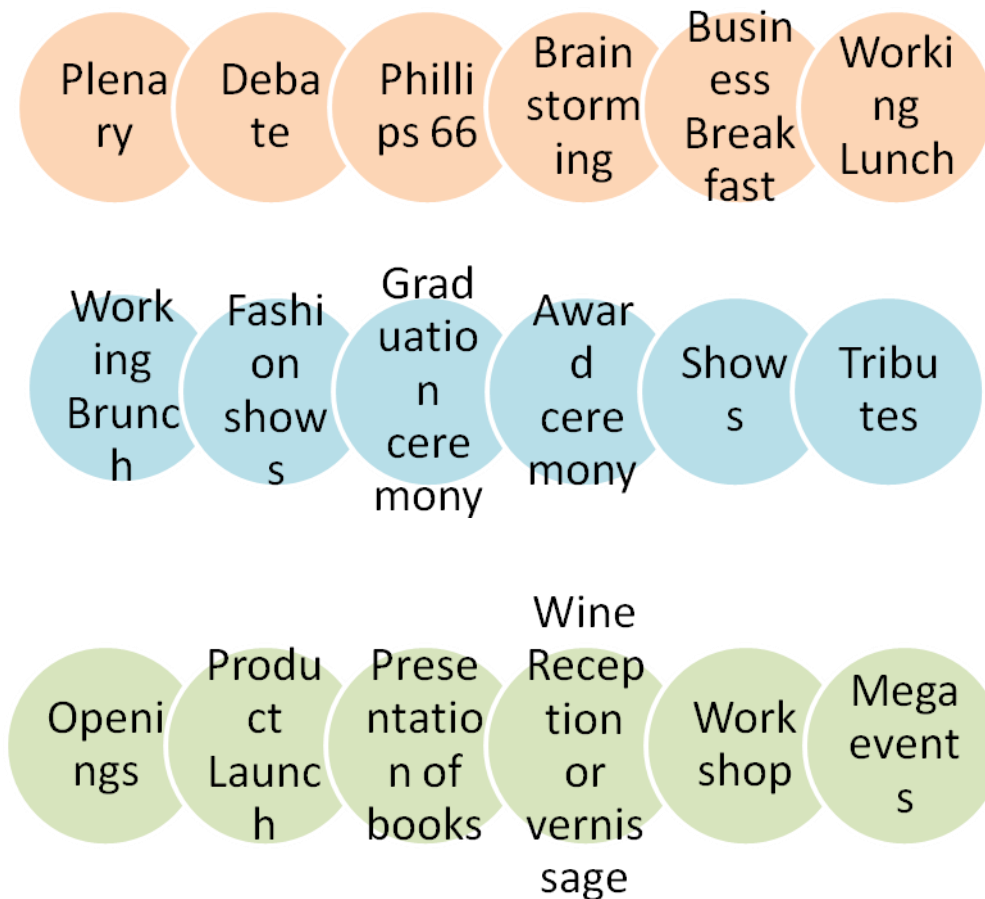
6. Category

- **Corporate:** Events organised by companies as part of their marketing strategy, either to increase sales, to launch a new product to market or to maintain their presence in the market.
- **Political:** the most important events in this category include:
 1. Open and one-off events (e.g. street stands)
 2. Open and general events (e.g. fixed public gathering in a square or street)
 3. Mobile and open (e.g. street demonstrations, parades, etc)
 4. General and closed (e.g. internal meeting)

7. Category

This classification is not very specific and instead focuses more on a framework to help interpret different situations and events. The following categories are used: Spirit of the event, its aims, its characteristics, the stage it is developed, the time of preparation and development.





Classification of events according to Spanish legislation

Spanish legislation⁷⁹ classifies events as follows:

- Public events held in buildings or premises.
 1. 1. Public performances, especially films, theatre plays, concerts, regional dances, bullfighting, circus performances and other traveling shows.
 2. 2. Shows and sport activities held in premises or enclosures, particularly in football fields, basketball courts, handball and volleyball courts, tennis courts, velodromes and motor circuits.
- Other spectacles and sport activities

⁷⁹ Real Decreto 2816/1982 (General policy regulations on public entertainment and recreational activities)

3. Shows and sport activities in open spaces.

- Recreational activities
 4. 4. Gambling.
 5. 5. Attractions and specifically amusement parks, zoos, safari parks.
 6. 6. Other recreational activities: Orchestras and festivals, traditional performances, youth halls, night clubs (discos) and dance halls, song contests and similar events.
- Public establishments
 7. 7. Restaurants, cafes, bars and similar, cafe-theatres, flamenco dance halls, conference and exhibition halls.

Further information

- **Guide for sustainable events in the city of Vitoria-Gasteiz**

The city of Vitoria-Gasteiz created a guide⁸⁰ with guidelines for the organisation and implementation of sustainable events in the city in 2012 to coincide with the year when the city was Green European Capital City.

- **Guidelines for the implementation of sustainable events in Madrid**

This report by the City of Madrid⁸¹ offers guidelines for integrating sustainability into the organisation and management of events taking into account social, environmental and economics perspectives.

- **Guide for the implementation of sustainable events and conferences (University of Cantabria)**

⁸⁰ <http://www.vitoria-gasteiz.org/wb021/http/contenidosEstaticos/adjuntos/es/43/43/44343.pdf>

⁸¹ <http://www.madrid.es/UnidadesDescentralizadas/Agenda21/ContenidosBasicos/Ficheros/11%20Gu%C3%ADa%20Eventos%20Sostenibles%20completa.pdf>

This guideline⁸² is framed within the Greening Plan of the University of Cantabria

- **Regional government of Andalucía's "Manual for the planning and implementation of sustainable and socially responsible events"**

Andalucía's OPC Association designed this handbook⁸³ as a result of the implementation of the NOVA Q2 project. This project included as partners the Junta de Andalucía and the Regional Ministry of Tourism, Trade and Sports.

- **Green festivals and initiatives in Spain:** <http://produccionesostenibles.com/> ; <http://eco-event.es/planetamadrid/> ; <http://www.diadelamusica.com/sostenibilidad/>; <http://www.sos48.com/index.php/sostenible>
- **Guide to sustainable events in Barcelona**⁸⁴
- **Guide to sustainable events in the region of Castilla y León**⁸⁵
- **Organising sustainable events in the Zaragoza 2008 Expo**⁸⁶
- **National (Spain) conference on the environment: sustainability in events**⁸⁷

The purpose of the Working Group "Sustainable Events (GT-ESOS) CONAMA 9" is to research the evolution and current status of sustainability applied to events and festivals with a specific focus on Spain.

⁸² http://www.coie.unican.es/jornadas2013/archivos/GUIA%20EVENTOS_CONGRESOS%20SOSTENIBLES%20UC.pdf

⁸³ http://www.turismodecordoba.org/84/gdocumental/l18_a45_c2/manual_eventos_sostenibles.pdf

⁸⁴ http://www.ingurumena.ejgv.euskadi.net/r49-6172/es/contenidos/libro/fiestas_sostenibles/es_10301/adjuntos/fiestas_sostenibles.pdf

⁸⁵ http://www.jcyl.es/web/jcyl/binarios/668/509/Guia_eventos_sostenibles_cyl.pdf?blobheader=application/pdf;charset=UTF-8&blobnocache=true

⁸⁶ <http://www.mongini.biz/lamargreen/eventos3.pdf>

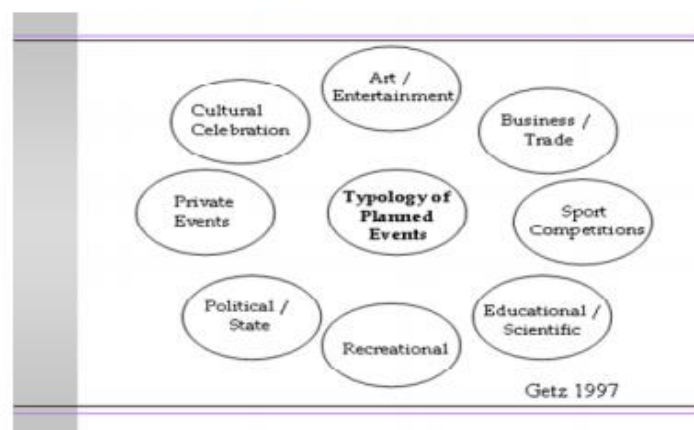
⁸⁷ http://www.conama9.org/conama9/download/files/GTs/GT_ESOS/ESOS_final.pdf

United Kingdom

In addition to the general events typology by Getz (1997), the Leisure Industries Research Unit has developed a sports events typology that classifies events broadly according to the following elements:

- Scale of the event,
- Nature of media coverage,
- Balance between spectators and competitors.
- (i) Spectator-dominated mobile events
- Irregular, one-off major international spectator-dominated events e.g. World and European championships in certain sports (e.g. athletics and football) and the Olympic and Commonwealth Games.
- (ii) Spectator-dominated fixed events
- Includes major spectator events that are part of an annual domestic cycle (and usually have a fixed location) – in the UK this includes the FA Cup Final, Six Nations Rugby matches, Wimbledon and cricket Test Matches.
- (iii) Equal mix of spectators and competitors
- Includes World and European Championships in a range of less popular events (e.g. gymnastics, badminton)
- (iv) Participant dominated
- Limited economic activity and little media coverage, are those events which tend to be participant dominated (with families, friends and coaches) –national/regional championships in any sports.

Typology of events



3. Comparison of field results

3.0 Comparing policy contexts

This section builds on the knowledge outlined earlier in this report and presents a more fine grained analysis of key dimensions of events by exploring preliminary field research findings on the events studied as part of the ZEN project. The field research was primarily based on interviews with key stakeholders, supplemented with field observations⁸⁸.

This section attempts to elicit not only which stakeholders are involved in the organisation of events, but also what impacts they consider to be important and what legacies are seen to have priority. The events discussed in this section include a wide spectrum of stakeholder interests, perspectives and experiences. They bring home that the successful, sustainable management of events comprises a multitude of issues. On the other hand, events and festivals clearly display recurring themes and challenges.

The first of these themes is governance. For instance, *who could or should be involved in the organization of events, and how?* (Section 3.1). Secondly, the environmental impacts of events are considered: *What environmental impacts can be considered relevant, and how can they be measured and managed?* (Section 3.2). Thirdly, it is shown that events are not only about the reduction of negative impacts, but crucially involve the pursuit of positive impacts or ‘legacies’ as well: *What lasting positive effects can events leave behind, and how can these effects be achieved?* (Section 3.3). Fourthly, events typically contribute to the image of a city or region, and may become elements of a city/regional ‘brand’, so *what public images may events bring forward, and how can these images contribute to the broader brand of the cities or regions they are held in?* (Section 3.4). Finally, these themes and challenges are briefly revisited and their mutual relationships are considered (Section 3.5).

3.1 Governance

Governments are often initiators or at least key stakeholders in the organisation of sustainable events. On the other hand, a comparison of events across Europe shows that there are often many other stakeholder groups involved in parallel to public bodies. Considering these diverse practices, the following question seems applicable here: *Who could or should be involved in the organisation of events, and how?*

⁸⁸ See appendix X and Y for overview of field research activities and selection procedure for interviewees.

Private sector involvement

Economic crisis and local/regional government budget cuts

The economic crisis has induced resulted in a major change to the fiscal position of many local and regional governments with severe budget cuts implemented.⁸⁹ Governments face the challenge of weighing and often revising the funding balance of events and festivals. Even though local government will often chose not to reduce budgets for specific events because of their economic benefits and popularity with local voters, there are also many cases in which local authorities have had to reduce their financial or in-kind support for events. When this happens, the involvement of the private sector grows in importance. Overall, however, the changing balance between public and private involvement may have a number of consequences. Firstly, a larger role by private businesses will tend to reduce public funding costs and enables events to continue. Secondly, local and regional government will often lose influence in terms of setting the content of the festival and its wider agenda, including sustainability measures. As a result of this, agreeing the division of competences and decision-making procedures for the planning and management of the event becomes a crucial element of negotiation between private funders and local/regional government.

Case study: Oneiroupolis Festival (Greece)

In Drama (Greece), the Oneiroupolis festival targets mainly the local community. To its local government organisers, it is of great importance that the event is accessible to all, and entry has therefore always been free of charge. This inclusive model has recently come under pressure due to the economic crisis and the need for drastic budget cuts. As a result of this, organisers have started attracting private sector sponsors, raising the fees for retail and other service activities on the site, and reducing operating costs by attracting in-kind support from the local community. Increased private sector contributions allowed the municipality to keep the event free of charge in spite of adverse economic conditions.

⁸⁹ See f.e. Kickert 2013, 2013a, 2012

Case study: Perugia (Italy)

In the Italian city of Perugia, the municipality approved a local law not to use glass for the consumption of beverages during festivals. However, the one of the festivals' sponsors - Heineken – insisted in having their beer served in branded beer glasses. A compromise has been arrived at so that visitors to festivals may have their beer glasses with them inside but not outside festival's premises. In addition to this, Perugia's local authority has negotiated a regulation acknowledging that sponsors' contributions should also earn them a voice in key decisions related to events and festivals they sponsor.

Private sector involvement in making events more sustainable

For many festivals it is a challenge to increase private sector involvement, particularly given that it is not always easy to put forward the business case for sponsoring events. The revenues generated by an event and the distribution of these revenues are not always clear. In addition to this, it is difficult to counteract 'free-rider' behavior. Generally, only private sector businesses that benefit directly from the event will tend to get involved, and even this involvement can often be ear-marked to the more profitable elements of the festival. As a result of this, it is a challenge for local and regional governments and event managers to involve private sector organisations more widely, including their engagement with sustainability issues.

Case study: Euro-chocolate Festival (Italy)

The Euro-chocolate Festival in the Italian city of Perugia is an example of how the private sector has started to get involved in sustainability issues and has started to adopt sustainability measures. On the initiative of a private sector sponsor managing the festival, investments have been made in solar panels. Other measures have involved an increase in the use of biodegradable cutlery. The reasons for the private sector getting involved in implementing and adopting sustainability measures vary considerably in this case. Firstly, the festival wanted to improve its image, which was under pressure from local residents. Secondly, the festival

wanted to reduce energy costs on the longer term.

Community involvement

Different community roles

Communities often engage with events as visitors or local residents, but they often play a more active role in their organisation too. They can support event organisers operationally as volunteers. They may also shape actively the festival's programme or even 'co-produce' it. They may get involved through influential NGOs, or assert their rights as local residents and pose demands with regards to the festival. Just as in the case of involvement by the private sector, a more active involvement by communities holds both opportunities and threats to local and regional governments and festival organisers, particularly as a higher level of involvement generally implies a certain degree of say in matters related to the event or festival.

Case study: Oneiroupolis Festival (Greece)

At the Oneiroupolis festival in Drama (Greece), every year a local traditional folklore group holds several performances. By taking responsibility for this part of the programme, they have become effectively co-producers of the festival. Their participation in the festival not only helps to promote local culture, but also enhances feelings of ownership of the festival within the local community.

Case study: Sigulda Opera Festival (Latvia)

In Latvia, the Sigulda Opera Festival constitutes a major event even if it does not last for very long. Beyond the sudden burst of visitors it attracts, the municipal government of Sigulda aims to establish a cultural tourism agenda that spans the entire year with potential for a more permanent

impact. In order to do this, instead of relying on the opera festival organiser, the municipality encourages local communities to set up their own small-scale events. Any propositions that meet the criteria are supported financially as with in-kind technical organisation resources. This allows for various fringe events to take place alongside the main festival (a renovated medieval castle). In this way, the municipality retains some control, whilst making use of innovation and resources from local communities.

Case study: Merida International Classical Theatre Festival (Spain)

At Merida's International Classical Theatre Festival in Spain, Adenex - a local NGO – has voiced concerns regarding the impact of the festival on the ancient Roman theatre and its direct surroundings. Adenex highlights especially the damage done by the development of a couple of bars, restaurants and hotels directly around the theatre, which has resulted in damage to ancient heritage. The NGO argues that the conservation of cultural heritage should be taken into account in decision making processes related to urban development in the area. They try to influence decision making by using Spanish law for the protection of cultural heritage, by discussing the issues in person and through an on-going media campaign and by providing knowledge and advice.

Community participation and sustainability issues in events

There are considerable differences between festivals when it comes to whether and how local communities voice concerns related to sustainability. In many cases local residents accept issues such as noise and garbage because they enjoy the festival and/or know that the festival is important for the community. Also, when festivals are short in duration it is easier to accept nuisance. Naturally, the extent to which noise and pollution are tolerated will often be related also to the extent to which people expect that a formal complaint would be acted upon. A Greek respondent voiced the acceptance of noise shared by many saying: “if there is going to be noise, then there is going to be noise”. Another factor is how tangible the issue is. Local residents do not tend to voice major concerns regarding abstract sustainability concepts such as

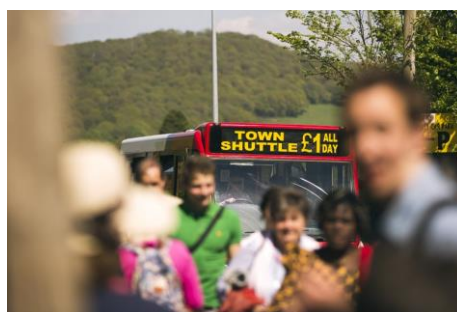
carbon footprint. Those issues are generally raised and pursued instead by organised local community groups or NGOs.

Case study: Drama (Greece) and Merida (Spain)

Local residents in Drama (Greece) and Merida (Spain) accept noise pollution, partly because they do not feel hindered by the noise, but also in part because they feel the festival is very important to their community and it should not be faced with limitations regarding noise levels.

Case study: Hay-on-Wye (UK)

In Hay-on-Wye, local residents (and the local authority) are concerned about parking problems and congestion during the Hay Festival. A large part of the many visitors that come to the festival travel there by car. In spite of encouraging people to leave their cars at special designated car parks, visitors continued to park their cars in the village. This resulted in all parking spaces getting occupied by visitors with local residents finding it increasingly difficult to park their cars. Eventually, local residents started voicing complaints about traffic and car parking, rather than CO2 emissions. The Hay Festival dealt with this issue by encouraging people to park their cars outside the village, but as a part of their environmental programme they are also concerned with mobility-related emissions. As a result of this, they organised for a regular bus service to run from the nearest train station (Hereford) to Hay. They also organised mini-buses to ferry visitors to their lodgings throughout the region.



Although local authorities can struggle at times with complaints from local residents or communities challenging event organisers on the basis of sustainability issues, this can be used as a catalyst for social innovation and change. For instance, complaints from residents about traffic congestion or lack of car parking spaces in town centres during events or festivals can be used as a first stepping stone towards the implementation of more sustainable public transport systems, including part-and-ride schemes that allow visitors to park their cars at the edge of town and continue their journey into town using local buses.

3.2 Environmental impacts

Although people often disagree on the issue of implementation, the overall concept of reducing levels of adverse environmental impact tends to be largely agreed upon by different stakeholders. In spite of this general agreement, the reduction of environmental impacts is not always high on the priority list of key decision makers and funders of events. Instead, events tend to differ considerably in terms of the type and magnitude of environmental issues affecting them as well as the ways they are measured, monitored and acted upon.

Difficulties and opportunities related to the assessment of environmental impact

A significant proportion of festivals and events do not monitor environmental impact in a systematic way. This makes it more difficult to take appropriate measures to reduce adverse impacts. Some of the issues related to the measurement of impact include: lack of interest from policy makers and key decision makers in environmental issues, which results in lack of monitoring resources to assess adverse impacts; lack of expertise on what to measure and how to do it; impact monitoring carries an (underserved) high cost perception associated with it; lack of transparency at local, regional and national government levels in terms of providing public access to environmental impact monitoring results.

On the other hand, examples of good practice do exist in terms of the measurement of the environmental impact of events in a systematic way. One of Europe's leading best practices is that of the Hay Festival in Wales⁹⁰.

Advances in technology, including the growing use and possibilities of mobile phones, it is expected that environmental monitoring will become cheaper and more accessible to

⁹⁰ <http://www.hayfestival.com/greenprint/index.aspx?skinid=14>

communities and visitors for these stakeholder groups to do it themselves without the need for specialist equipment or training. Smartphones, for instance, can already measure noise-levels as well as air-pollution using specialist apps accessible to all. These advances in accessible mobile monitoring technology may create challenges for festival managers but they may also create opportunities for participatory monitoring and community/visitor engagement in the development and implementation of sustainability initiatives.

Programming for sustainability: beyond fragmented ad-hoc governance

Reducing environmental impact is not a goal that can be achieved singlehandedly and certainly not in the short term. It is a long term commitment. Therefore, it is generally appropriate and useful to develop first a policy framework for the implementation of sustainability over an extended time span. This policy framework, which should include direct as well as indirect environmental impacts of events, would also contribute to enhance environmental awareness among visitors.

The Hay festival has started an environmental impact mitigation programme called “Hay on Earth”. The festival makes a useful distinction between different factors, including the festival’s direct impact, the environmental impact that results from audience behaviour, and the raising of awareness and debate about sustainable development during the festival itself⁹¹.

Apparent lack of urgency related to the implementation of sustainability

In many cases, environmental impact is not seen as a problem by governments and local residents. This is especially true as regards impacts not directly visible or only as a result of long-term exposure. On the other hand, other forms of nuisance (e.g. traffic congestion, parking problems, noise pollution) are often seen as environmental priorities, even when they actually result in very limited adverse impact on the environment. This applies especially to disturbances to the ‘normality’ and routines of daily living for local residents and businesses. Also, issues perceived as problematic tend to vary considerably from one region to another. For instance, energy use and CO₂ emissions do not feature as a major priority in Drama’s Oneiroupolis festival.

The fact that environmental impact is often not perceived as a major issue makes it more difficult for local authorities and regional governments to devote resources towards its mitigation as policy is often driven by voter sentiment locally and/or regionally.

⁹¹ <http://www.hayfestival.com/greenprint/index.aspx?skinid=14>

Research carried out as part of the ZEN project shows that sustainability issues often receive more attention when the environment forms a crucial part of the event itself, especially in cases where events take place in fragile natural or man-made environments sensitive to disturbance. In these instances, visitors appear to show higher levels of concern about their impact and adjust their behaviour accordingly.

Case study: *Natural music hall events (Latvia)*

In Latvia, *natural music hall* events make use of natural landscapes as essential elements of scenery for events linked to music and science. The very scenery that makes these events special and enjoyable to visitors conveys the organisers' message, particularly in terms of stimulating environmental awareness among participants.

Case study: Merida International Classical Theatre Festival (Spain)

In the Merida Classical Theatre Festival, performances are held in the ancient Roman theatre. This UNESCO World Heritage theatre forms the scenery for the event and contributes to the quality of the event and the visitor experience. The festival organisers have adopted a wide variety of measures to prevent erosion to the theatre as a result of performances.

3.3 Legacy

There is much more to the impact of events than just their adverse influence on the environment or nearby cultural heritage. Events may also result in a positive legacy. In this section, different types of legacy are briefly explored with special emphasis on the role of events and festivals in this sphere.

Economic legacy: who gains?

Positive economic impacts are an important motivation for staging events and festivals. This was certainly the case in a number of events studied as part of the ZEN project, including the Oneiroupolis festival in Drama (Greece) and the Umbria Jazz in Perugia (Italy). An crucial issue related to economic legacy is how economic impact affects the host area of an event. In other words, who is it that really profits from staging the event?

Three festivals with a clear positive economic legacy on their host places include the Oneiroupolis festival, the Merida International Classical Theatre festival, and the Umbria Jazz festival. On the other hand, the Eurochocolate festival in Perugia has lost a lot of support from local residents and has even become contested by local stakeholder groups due to its lack of appeal to residents and a rising sentiment that only a few entrepreneurs profit from the festival.

The Oneiroupolis festival shows that even when a limited number of private enterprises - mainly restaurants and hotels - profit most from the festival, a festival may still be widely supported because local residents enjoy it. In other words, it would appear that support for an event may not be directly related solely to who benefits financially from the event but, crucially, who benefits from it experientially.

Cultural legacy

For many festivals, passing on a specific form of cultural legacy may be the most important goal. For instance, in Merida the International Classical Theatre festival aims to support the conservation of Merida's ancient Roman Theatre as well as nurturing regional theatre companies.

In spite of this, challenges still remain on this front for the future. These include bringing conservation into accord with innovation.

Environmental and ecological legacy

Festivals can act as test beds for environmental innovation. They may also provide vanues where ecological awareness and environmentally friendly behaviours can be encouraged and fostered. Festivals are often temporary and special events, which take people out of their normal routines. The temporary nature of events makes them suitable to test ideas. The fact that festival visitors are physically and mentally away from their daily routines tends to make them more open to new ideas and new behaviours.

Challenges still remain in terms of the implementation of this concept. For instance, how can festival-based environmental learning be integrated with the nature and atmosphere of the festival itself in a way that connects effectively with the festival's target group?

Social legacy

Festivals can leave a positive social legacy by creating opportunities for people to meet and develop relationships, and by enhancing feelings of community. Also festivals can provide a space where local traditions can be nurtured and reproduced. Further, festivals may provide a opportunities for people to develop individually and learn, both during their organisation and during the staging of the event itself.

Case study: Oneiroupolis Festival (Greece)

The Oneiroupolis festival provides every year a stage for traditional regional dance groups, which not only contributes to the conservation and reproduction of community traditions, but also provides a chance for these groups to develop their skills. Also the festival provides a stage for young musicians to perform and thus further develop their skills and abilities.

Case study: International Education Festival (Romania)

In Iasi (Romania) the organisers of the International Education Festival provide volunteers with the opportunity to earn certificates, which are linked to their level of contribution. These certificates are not only a token of appreciation, but also can help volunteers to enhance their CV and improve their chances of going into paid employment.

Physical legacy

The building of semi-permanent or even permanent physical infrastructure for events (e.g. roads, buildings, sewage, electricity, buildings) is not uncommon, particularly in the case of mega-events such as the Olympics. In some cases, this is also done for smaller festivals, particularly when they are recurring events. This infrastructure provides a lasting physical legacy for the area. However, when festivals are held in places of historical importance with a fragile physical heritage in need of careful conservation, it often proves difficult to build additional infrastructures for the festival because of the potential conflict between development and conservation.

Case study: Umbria Jazz Festival (Italy)

The organisers of the Umbria Jazz festival in Perugia would like to create facilities for the provision of electricity, in order to become less dependent on noisy and polluting diesel-powered generators. However, this infrastructure cannot be built in Perugia's city centre as it would damage historical buildings.

The history of mega-events, such as the Olympics, is littered with infrastructure and buildings developed specifically for these events but never used afterwards. The challenge today is to build infrastructures that can be used by local communities beyond the lifetime of the event. An alternative strategic approach is not to aim for a permanent legacy but to reduce the environmental footprint of the event using mobile or semi-mobile infrastructures and buildings instead. Normally, these can be removed after the festival and re-used in other festivals.

3.4 Place branding (event, city, region)

"The festival has put our town on the map" is a phrase often heard when discussing the legacy of festivals. This highlights the fact that festivals and events are seen as catalysis for the marketing of places. Festivals often contribute to promotion of places by generating publicity and drawing visitors in. For instance, the Belgian villages of Torhout and Werchter are known as a result of their yearly pop music festival. Similarly, Hay-on-Wye in Wales has become famous internationally largely due to the Hay Festival. In place marketing terms, events may contribute

to brand awareness, but events may also influence how people view a place or what they think of the identity of a place.

Aligning place branding and event branding

In some cases, tensions may develop between the image of a particular festival and the image that a place tries to establish. The challenge is to ensure that the festival and the place brand are mutually intertwined and that the festival contributes to the place brand instead of undermining it.

Case study: Sigulda Opera Festival (Latvia)

Sigulda's International Opera Festival has been important for establishing the local place promotion brand "Sigulda thrills", even though this festival is also self-contained and could have been run without any tangible contribution to Sigulda's place brand.

The original founder of the Sigulda International Opera Festival sought to establish an effective nation brand for Latvia rather than solely promoting Sigulda. Today, the organisers of the Riga 2014 Capital of Culture project include activities based in Sigulda as part of their branding for the Latvian capital.

Consistency

From a sustainability standpoint, a point of contention remains with regards to whether an event does or does not contribute to the green image of a place. For instance, Rotterdam wanted to reduce its environmental impact and develop a greener image, while at the same time becoming the paramount city for events and festivals in The Netherlands. As a part of the city's festival policies, Rotterdam attracted the Red Bull car race but the race's negative impact on the environment clashed with the green image that Rotterdam aimed to develop and promote.

Ownership

An important issue to strategic place branding teams is who owns the individual brands of local festivals and events. In some cases, the individual brand of an event may be owned by a private company (e.g. the Eurochocolate Festival in Perugia) whereas in other cases a public body owns the brand (e.g. Umbria Jazz owned by the Sviluppo Umbria regional authority). Yet, in other cases brand ownership may not be clearly determined. This issue of brand ownership is important as it often determines who becomes the key decision maker with regards to communications linked to the brand.

Exploration versus exploitation

There is a considerable difference between exploiting the existing (old/traditional) identity elements of a place's brand and trying to use new and innovative elements of a place to position (or reposition) the place's brand. In fact, there is often conflict between traditionalists and modernists who want to develop a more innovative identity for places.

Case study: Perugia (Italy)

Perugia has a well preserved medieval city centre that attracts visitors from all over the world. While some of the city's local residents would like Perugia to emphasise this element of its place brand, others claim that the city should not be managed like a museum but instead it should provide space for new initiatives. The organisers of the Umbria Jazz Festival argue that their festival draws on both aspects of the city (conservation in tandem with innovation) by organising gigs around the city's medieval centre, and at the same time bringing in fresh influences of modern jazz.

3.5 Conclusions

A key finding of this study is that “zero-impact” is seldom meaningful to key stakeholders. Negative environmental impacts *per se* are often not considered to be of high priority by policy makers. On the other hand, the positive impacts of events and festivals (e.g. legacy, place branding, economic development, social cohesion/participation) tend to be more relevant to

stakeholders. It is as a result of this, that it is important for perspectives on sustainability to be broadened.

In addition to this, governments often play various roles in festivals, which often vary from one country to another and may be specific to given events. Although most national, regional and local governments across Europe are currently fiscally under pressure due to budget cuts, some municipalities (e.g. Drama) have retained levels of support for events (in terms of funding and in-kind resources) in line with those that existed before the economic crisis. They justify this approach arguing the economic importance of events and festivals, including their role as a source of revenue for the municipality. In addition to this, supporting festivals may be politically important because it is a way of doing something pleasant for the community that may have a positive return in terms of votes. Further, festivals are seen as important to “put places on the map” and position places strategically using positive elements. This may contribute to higher visitor numbers and inward investment by the private sector. Also, it is generally accepted that festivals can provide test beds for innovation beyond purely impact-reducing initiatives such as recyclable cups/cutlery or other eco-friendly technologies.

4. Recommendations

The recommendations made below have been set within a framework grounded in the main findings of this report. This framework is based on the following themes:

1. From 'zero impact' to positive legacy
2. Strategic alignment between events and local/regional development
3. Innovation and knowledge exchange
4. European recognition and accreditation

From 'zero impact' to positive legacy

The aim towards 'zero-impact' events responds to the desired reduction of the adverse environmental impacts of events and festivals. However, a focus on 'zero-impact' should not result in neglecting opportunities for a *positive* impact (otherwise referred to as *legacy*) of events. The pursuit of various positive legacies linked to sustainability is just as important as the reduction of negative environmental impacts.

THEME	RECOMMENDATIONS
From 'zero impact' to positive legacy	<ol style="list-style-type: none"> 1. Festivals and events should be encouraged by policy makers to forge a closer alignment of their sustainability goals with indirect outcomes. 2. The sustainability interventions implemented by events and festivals should be encouraged by policy makers to contribute strategically to a sustainable legacy for their host area. This should include: <ul style="list-style-type: none"> • Economic legacy (e.g. local procurement, energy savings that offset costs of energy consultant) • Social legacy (e.g. community cohesion, social marketing, skills) promoting behaviour change in society w.r.t. sustainability and sustainable lifestyles

	<ul style="list-style-type: none"> • Environmental legacy
Strategic alignment between events and local/regional development	<ol style="list-style-type: none"> 3. Events and festivals should be encouraged by policy makers to have a greater level of strategic alignment with area-based sustainability local development plans (incl. strategic place branding) in the locations (towns/municipalities/regions) that host them. This could be achieved through the licensing process or, in the case of publicly funded events, the funding selection criteria. 4. Events and festivals should be encouraged by policy makers to have a greater level of strategic alignment with area-based sustainability local development plans (incl. strategic place branding) in the locations (towns/municipalities/regions) that host them. This could be achieved through the licensing process or, in the case of publicly funded events, the funding selection criteria.
Innovation and knowledge exchange	<ol style="list-style-type: none"> 4. A greater use should be made of events and festivals by funders as test beds for innovation, particularly in green technologies, approaches to sustainability education, and local government policy related to sustainability, among other spheres. 5. A pan-European “What Works” knowledge portal should be created for sustainable events and festival impact evaluation as a one-stop-shop for practitioners, researchers and policy makers to exchange evolving knowledge, policy and innovation in the sector (e.g. use of smartphones to monitor event noise levels, apps for environmental impact, GPRS-based crowd flows, event-specific policies, etc).
European recognition and accreditation	<ol style="list-style-type: none"> 6. A pan-European theme-based accreditation system (or quality mark) for sustainable events should be created building on existing work (e.g. GreenKey, A Greener Festival, ISO20121, etc) to recognise good practice in specific areas (e.g.

	<p>recycling, energy use), make it easier for funding bodies to reward innovation in the sector with further funding, and connect innovators through the pan-European network outlined earlier (recommendation 5).</p>
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From a governance perspective, there are additional recommendations that could be made on the basis of the findings of this study. They include the following:

- Strive for goal intertwinement. In the fiscal climate brought about by the economic crisis, public and private stakeholders will generally favour economic development over investment in sustainability. The support for, and feasibility of sustainability measures increases when these measures contribute to economic development and cost reduction, or other goals which are politically relevant at local level. In other words it is recommendable to pursue a strategy of goal intertwinement: search for environmental measures which also have positive effects in terms of cost-saving branding and image building, and community building.
- Sustainability measures contributing to a positive economic legacy. Local procurement. Buying goods locally saves transportation costs and CO2 emission, while at the same time stimulating the local economy. Especially if local sustainable products are bought the local green economy profits and the festival then has a legacy which goes beyond the immediate consumption of green goods during the festival.
Combine procurement of festival with procurement of local government; this helps to save costs (scale effects) and it may also open up opportunities to make procurement of both festival and local government more green
There are numerous of cost-effective green measures, especially regarding energy-saving and using green-energy sources.
- Sustainability measures contributing to a positive social legacy
 - Local procurement of sustainable products helps to build a local network (community cohesion)
 - Involving the community in developing and implementing sustainability. Draw on expertise within the community. Schools and school children can be involved this can also serve educational purposes.

- Involving community members in the management of the event can be organized in such a way that it provides a learning experience for them as well. Especially for youngsters this may help to build a CV. Training courses in combination with conducting particular activities could be rewarded with a certificate or 'diploma'. But not only the management-side of festivals may provide learning experiences, also the festival may provide a podium for local groups and individuals, for example in the case of (young) musicians.

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Appendix

ITALY - UNIVERSITY RESEARCH AND PUBLICATIONS

UNIVERSITY THESIS

1. **University and Polytechnic of Turin [Dipartimento Interateneo del Territorio] – De Leonardis D., 2004**
Grandi eventi e sviluppo locale ⁹²

The aim of this PhD thesis is to analyse the potentiality of main events to increase local development processes.

The organization and, even before, the allocation of main events, especially in strong media interest such as sports events, is becoming object of a strong competition between cities around the World. From the point of view of this research, big events are an excellent opportunity to critically analyse the interconnections between the local scale (represented by the location) and the global scale (represented by the event).

<http://www.slideshare.net/nidele/11897227-deleonardisd2004grandieventiesviluppolocalerassegnabibliograficaelaboratanellambitodelleattivitaformativeprevistedallascuolad>

2. **University of Languages and Communication (IULM) [Facoltà di scienze della comunicazione e dello spettacolo] – Bonfanti D., 2005/2006**
Sport e comunicazione ambientale. Il caso Olimpiadi di Torino ⁹³

The main aims of this thesis are: analyse the environmental communication tools and demonstrate how the great interest in the protection and preservation of the environment has taken a leading role in planning and organizing major sporting events. In particular, this discussion analyses the case of the XX Olympic Winter Games - Turin 2006, which have been awarded the green medal⁹⁴ thanks to policies and

⁹² Eng. Big events and local development

⁹³ Eng. Sport and environmental communication. Case study: Turin Winter Olympic Games.

⁹⁴ The organizers, TOROC, implemented an event management system certified ISO 14001 and EMAS.

initiatives aimed at the protection of the territory and the Olympic bequest to the world sporting of a legacy of useful guidelines for an effective and sustainable management of main events.

<http://www.tesionline.it/default/tesi.asp?id=22959>

3. **University of Studies of Bologna [Facoltà di Scienze Matematiche, Fisiche e Naturali] – Buffone C., 2007/2008**

*Sistemi di gestione ambientale per eventi di cultura e spettacolo: applicazione al festival musicale Rototom Sunsplash di Osoppo (UD)*⁹⁵

The aim of this thesis is to develop and test an integrated, standardized and scientifically based methodology to organize sustainable events. The first application of this methodology has been made in the confrontation of the European Reggae Festival "Rototom Sunsplash", which takes place from eight years in Rivellino Park, Osoppo (Ud). The study and development of the methodology were made possible thanks to a collaboration between the University of Bologna and the Cultural Association *Rototom*.

http://www.eventisostenibili.it/sites/default/files/TESI%20EVENTI%20SOSTENIBILI_ROTOTOM%20SUNSPLASH_PPT_Cesare%20Buffone%20%28WEB%29.pdf

4. **University of Studies of Bologna [Facoltà di Lettere e Filosofia] - Bonvicini A., 2009/2010**

*Comunicare l'ambiente: il green nella comunicazione. Come organizzare eventi sostenibili. Il caso di Ecomondo*⁹⁶

The information is only the first part about the climatic question and environmental communication, in its function of listening to the problems of the planet, transmission and knowledge, it assume a role of primary importance also thanks to the events: a powerful means of communication able to convey great messages. This study stems from the awareness that the events, as well as being a situation of exchange and encounter, represent an environmental problem and today it is possible to realize them in a sustainable manner. But how? The question that animates this study revolves around the search of a

⁹⁵ Eng. Environmental Management System for cultural and entertainment events. Case Study: Rototom Sunsplash - European Reggae Festival, Osoppo (UD)

⁹⁶ Eng. To communicate environment: the green in communication. *How to organize sustainable events. Case study: Ecomondo*

way to organize events with a low environmental impact, setting as its aim the development of the general lines of "good sustainable organization" applicable to each event.

<http://www.tesionline.it/default/tesi.asp?id=37363>

5. University of Studies of Rome "La Sapienza" [Facoltà di Scienze della Comunicazione] – Alessandro L., 2009/2010

*Eventi sportivi e impatto sul territorio*⁹⁷

The thesis analyses sporting events and their impact on the territory. It starts with an analysis of the social, cultural and economic aspects of sport events. The focus of the work is the definition of the sporting event as a set of products and services, that begin before its fruition and it concludes when it is already finished. The event is consisted of a central service, or *core benefit*, and a series of secondary services.

<http://www.tesionline.it/default/tesi.asp?id=34046>

6. University of Studies of Milan (Bicocca) [Facoltà di Sociologia] - Ivanez N.A., 2010/2011

*Impatto degli eventi sportivi sul turismo montano*⁹⁸

This work analyses the importance of sport in modern societies, since it is no longer considered as a set of physical activities but it is also a very important way of doing entertainment. In this thesis, through a practical example, it is wanted to demonstrate how the events, dedicated to kids, which take place in the winter season are a key factor for the development of mountain resorts that host such events.

<http://www.tesionline.it/default/tesi.asp?id=41982>

7. University of Studies of Turin [Facoltà di Lettere e Filosofia]– Di Palma F., 2010/2011

*L'eco-sostenibilità possibile. Teorie e modelli di applicazione nell'ambito dell'organizzazione eventi*⁹⁹

The thesis reflects upon the possibility of organizing creative events and original that embrace the theory of sustainability and in plus that the sacrifices required to respect the environment aren't so intractable if you use a little of creativity and good will.

<http://ricercatesi.tesionline.it/tesi.jsp?id=13445>

8. University of Studies of Turin [Facoltà di Scienze Politiche] – Bonetto V., 2010/2011

⁹⁷ Eng. Sport Events and territorial impacts

⁹⁸ Eng. Impacts of sport events on mountain tourism

⁹⁹ Eng. Theories and application models within the event organization

Grandi eventi e territorio. Il caso Terra Madre¹⁰⁰

The aim of this thesis is to analyze the theme of the great events, focusing it in a specific geographical area, and examine in the deep the relations between the subjects of organizational network. The first part is dedicated to the literature on the more important events, to their symbolic value and to their relationship with the territory. The second part inspects the case study of "Terra Madre", the result of the growth of the Association non-profit "Slow Food", which it is born as encounter of small producers agribusiness in an attempt to defend agriculture, fishing and breeding.

<http://ricercatesi.tesionline.it/tesi.jsp?id=9412>

¹⁰⁰ Eng. Big events and territory. Case study Terra Madre

9. University of Studies of Urbino [Facoltà di Scienze Politiche] – Canu S., 2010/2011

*Just Greener, teorie e pratiche degli eventi sostenibili in Italia*¹⁰¹

The aim of this work is mainly to inspect the adoption of sustainable practices within the organizational processes. In plus it tries to give an interpretation of sustainable events thanks to the comparison of the empirical data with the theoretical context built in the introductory part of the thesis.

This way it will be possible to bring out highlights and shadows, offering new insights to those who deals with events and to communications professionals.

http://justgreener.files.wordpress.com/2011/07/tesi_finale_discussione.pdf

Others research and publications

10. University of Udine, IUAV e Città di Venezia, 2012

*Bilancio di sostenibilità della Terza Conferenza Internazionale sulla Decrescita*¹⁰²

City of Venice, IUAV University of Udine and are promoters of the "Terza Conferenza Internazionale sulla Decrescita" and have actively participated in the preparation of the [Balance sheet of sustainability of the event](#) (certified by a third company: CSQA) and the drafting of the [guideline on the collateral events at the conference](#).

<http://www.venezia2012.it>

11. Last Minute Market (Univesity of Bologna Spinoff), 2011

*Spreco Zero*¹⁰³

"Spreco Zero" is a label issued by Last Minute Market, that "certifies" the acceptance of a series of tools, procedures and control systems, which guarantee a rational and efficient use of the resources and waste management based on the principles of prevention, reuse and recycling of materials. It is oriented to: events, commercial and collective catering, tourist activities, etc. More in general anyone who is directly or indirectly responsible to the consumption of resources and GHG emissions in the environment.

http://www.lastminutemarket.it/media_news/sprecozero/

¹⁰¹ Eng. Just Greener, theories and practices of sustainable events in Italy

¹⁰² Eng. Sustainability Report of the Third International Conference on De-growth

¹⁰³ Eng. Zero waste

12. University of Florence and Tuscany Region Toscana, 2012

*Exhibit-Design. Eco criteri e metodi per la sostenibilità ambientale*¹⁰⁴

These guidelines were produced by a collaboration between the Region of Tuscany and the University of Florence Master of Science in Design. The manual is a model for all public administrations who have to organize events and to subcontract the creation of temporary outfitting.

The handbook is offered as a real practical guidance on the installation of trade fairs and stands sustainable. The handbook has been drafted by technicians and professionals, it provides all the tools to make operating any sustainable event: reference rules, materials, impact calculations and emissions.

<http://www.regione.toscana.it/documents/10180/320308/Exhibit-design/06d654c6-e412-4a7d-90f0-f0b93be886e1?version=1.0>

¹⁰⁴ Eng. Exhibit-Design. Eco criteria and methods for environmental sustainability