

Events Nachhaltig gestalten

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Events und Nachhaltige Entwicklung

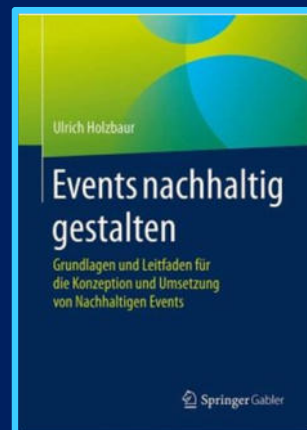
Events Nachhaltig machen

Umsetzung von Nachhaltigkeits-Aspekten
als Rahmen im Event-Management

Events und Erlebnisse als
Komponente der
Nachhaltigen Entwicklung:
Kultur und
Bedürfnisbefriedigung

Events,
Erlebnisorientierung und
emotionale Ansprache als
Strategie der Bildung für
Nachhaltige Entwicklung

Nachhaltige Events
Nachhaltigkeit in beiden Bedeutungen als
Ziel des Event-Management



Nachhaltige Events

NE (ökologische, sozio-ökonomische)
Aspekte im Event



Event

Nach-
haltige
Entwick-
lung

Events in der (B)NE
Erlebnis & BNE

Nachhaltigkeit

- Nachhaltig ist eine Entwicklung, die den Bedürfnissen der heutigen Generation entspricht, ohne die Möglichkeiten künftiger Generationen zu gefährden, ihre eigenen Bedürfnisse zu befriedigen und ihren eigenen Lebensstil zu wählen. (Brundtland-Definition 1987)

- | | | |
|------------|--------------|----------|
| Wohlfahrt | Gesellschaft | Umwelt |
| Ökonomie | Soziales | Ökologie |
| Prosperity | People | Planet |

Nachhaltigkeit ist Erhalt der menschlichen Kultur

- Kultur = Alles vom Menschen geschaffene
- Gesellschaft, Gerechtigkeit
- Soziales Zusammenleben
- Recht, Ethik, Politik
- Menschenrechte, Freiheit
- Wissenschaft und Technik
- Kunst und Sprache
- Wirtschaft, Wohlstand
- Bildung

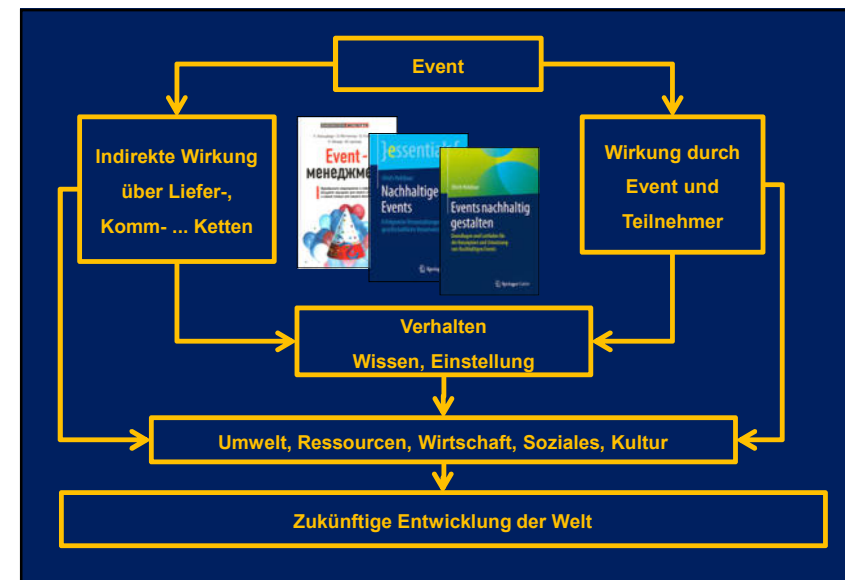


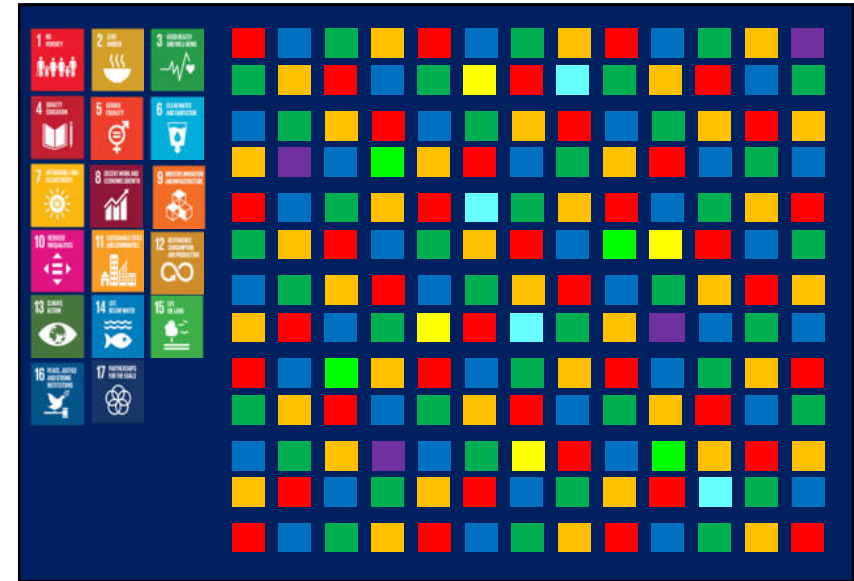
Nachhaltigkeit

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Komponenten (Säulenmodell)

- Wirtschaft und Wertschöpfung
- Soziales System
- Natürliche Umwelt







• **SDG 4.7** **#SDG47**

- **Bildung für nachhaltige Entwicklung**
- **Gestaltungskompetenz**

Logo for 'Bildung für nachhaltige Entwicklung' (BNE) featuring a book, a leaf, and a pencil.

Logo for 'Lehrstuhl mit Auszeichnung 2016' featuring a blue bird and a green leaf.

Logo for 'UNESCO-Weltaktionsprogramm Bildung für nachhaltige Entwicklung' featuring a blue bird.

Logos © DUK/UNESCO

5 GENDER
EQUALITY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



11 SUSTAINABLE CITIES
AND COMMUNITIES



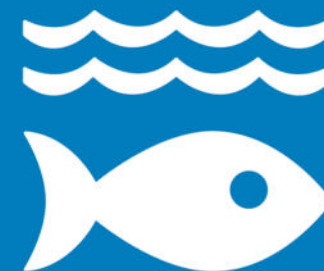
12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



13 CLIMATE
ACTION



14 LIFE
BELOW WATER



15 LIFE
ON LAND



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS

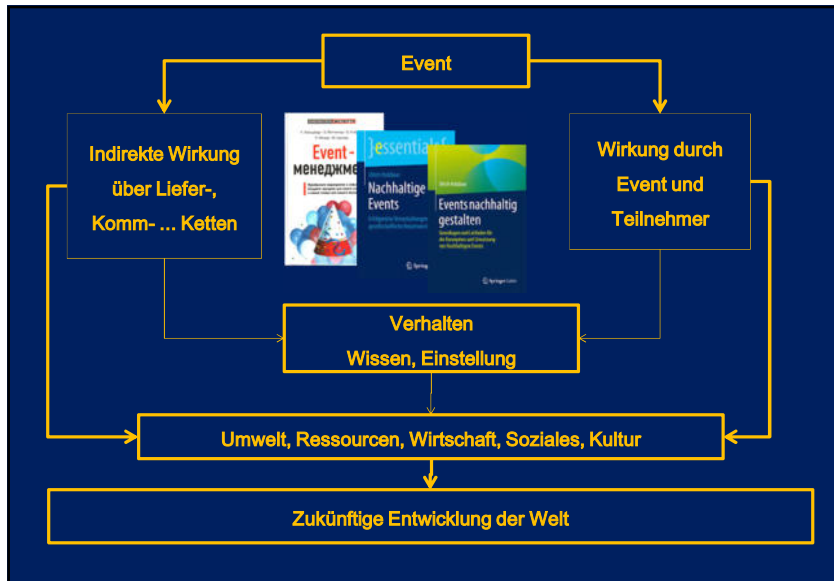


17 PARTNERSHIPS FOR THE GOALS



Sollen sich Events an der Nachhaltigen Entwicklung orientieren?

- Zwei Welten oder Integration?
- Brauchen wir Nachhaltige Events?



Wie plant man erfolgreiche Events? Eventmanagement

- Events sind Veranstaltungen mit Erlebnisorientierung
- Kernpunkte des Eventmanagements: Stabilität und Sahnehäubchen
- Nachhaltige Events im Sinne von positiv lange nachwirkend
- Phasenkonzepte und Eventkomponenten

Nachhaltigkeitswirkung



Events zukunftsfähig gestalten

- Event und Nachhaltigkeit – zwei getrennte Welten?
- Events für ein lebenswertes Leben
- Aspekte:
 - Gesellschaftliche Auswirkung (Inklusion)
 - Regionale Wirkung
 - Umweltverträglichkeit
 - Ressourcen
 - Bildungsaspekt
 - Vorbildfunktion

Nachhaltigkeitsorientiertes Eventmanagement

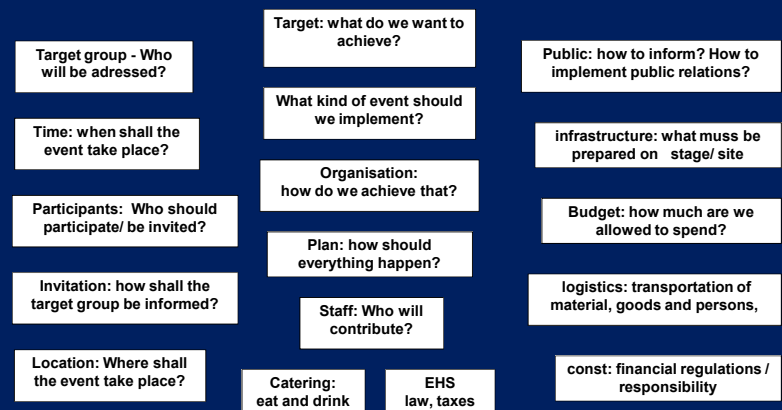
- Berücksichtigung der Nachhaltigkeitsaspekte
- Stakeholderdialog
 - -> Anforderungen gesellschaftlicher Gruppen
 - -> Nachhaltige Entwicklung ins Eventmanagement integrieren
- Gesamtgesellschaftliche Betrachtung + Politischer/Strategischer Wille = Oberste Leitung

Wie nutzt man Events für die Zukunftsorientierung?

- Bildung für Nachhaltige Entwicklung: Inhalte vermitteln + Gestaltungskompetenz
- Event als erlebnisorientierte Zielgruppenansprache
- Brauchen wir Nachhaltiges Eventmanagement?
- Kompetenz zur effektiven Gestaltung von Events unter Berücksichtigung der Nachhaltigkeit

Sustainable Events Design Matrix

Event planning - strategy and development



Vision and Plan

Sustainable Event Design Matrix
© Ulrich Holzbaur 2020

	Vision – the stakeholders' view	Plan – the team's view
Targets: what do we / the customers want to achieve?		
		Customer satisfaction for the event responsible, the organisation, visitors and all stakeholders

Sustainable Event Design Matrix
© Ulrich Holzbaur 2020

	Vision – the stakeholders' view	Plan – the team's view
Strategy Make it successful		
Event and experience Make it special		
Sustainability consider the future		
ESD Make an impact		
Safety Make it safe and secure		

Elements

Sustainable Event Design Matrix
© Ulrich Holzbaur 2018

	Vision – the stakeholders' view	Plan – the team's view
Targets: what do we / the customers want to achieve?	Organisation Management and staff, Team and roles	Organisation Management and staff, Team and roles
	Added value for the customer	Added value for the customer
	Added value for the Visitor	Added value for the Visitor
	Main components, Location and Infrastructure	Main components, Location and Infrastructure
	Travelling and tourism Communication, invitation	Travelling and tourism Communication, invitation
	Event Perception Communication and Marketing	Event Perception Communication and Marketing
	Whole institution role model	Whole institution role model
	Shaping and MINT competences	Shaping and MINT competences
	Visitors and event risks, Sabotage/Spoilage, Mischief	Visitors and event risks, Sabotage/Spoilage, Mischief
	External communication Message and channels	External communication Message and channels
		Customer satisfaction for the event responsible, the organisation, visitors and all stakeholders

Sustainable Event Design Matrix © Ulrich Holzbaur 2018

	Vision – the stakeholders' view	Plan – the team's view
Strategy Make it successful	Target: what do we / the customers want to achieve?	
Event and experience Make it special		
Sustainability make it compatible with the future		
ESD Make an impact		
Safety Make it safe and secure		
		Customer satisfaction for the event responsible, the organisation, visitors and all stakeholders

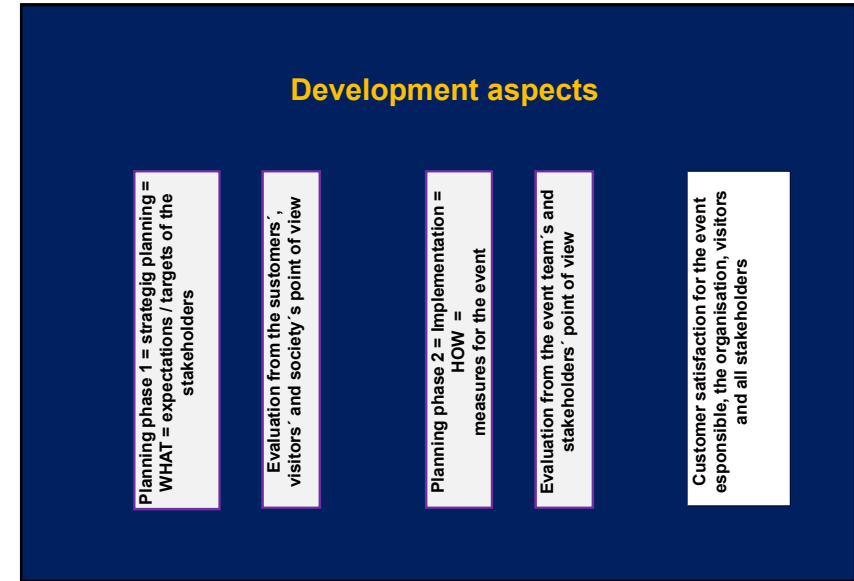
Overall Target Success criteria Core message	Overall plan Event timeline Space and time	Public/ audience: Attraction	Organisation Management and staff Team and roles
Customers' benefit Target groups (direct/indirect)	Contributors Stakeholders	Budget / Resources	Added value for the customer
Type and content of event	Message and branding: USP	Project planning and preparation Timeline, schedule, milestones WBS and tasks	Added value for the Visitor
Activation and flow Symbol and senses	Programme from visitors' point of view Event aims	Cordial Invitation and effective public relations	Main components Location Mobility Catering

Sustainability aspects in the focus	Environment, biodiversity Waste and resources	Event Acts, Components Location and infrastructure Catering	Travelling and tourism Communication, invitation
Socioeconomic Cultural aspects Events for All Integrative and inclusive events	Regional sourcing Food	Focus, e.g. Footprint, Carbon Neutral, Integrative, ZeroWaste,	Event Perception Communication and Marketing
ESD aspects	Communication goals impact and message	Curricular aspects Informal education	Whole institution role model
informal education	Participation Involvement	Influencing, Nudging	Shaping and MINT competences

Risk portfolio	Safety and Security	External threats Politics Weather Terrorism	Visitors and event risks Mischief Misbehaviour Sabotage/Spying
Compliance, Good practice Misconduct	Stakeholders	Internal communication Message and channels Push and pull Alerts and warnings	External communication Message and channels

Overall Target Success criteria Core message	Overall plan Event timeline Space and time	Public/ audience: Attraction	Organisation Management and staff Team and roles
Customers' benefit Target groups (direct/indirect)	Contributors Stakeholders	Budget/ Resources	Added value for the customer
Type and content of event	Message and branding: USP	Project planning and preparation Timeline, schedule, milestones WBS and tasks	Added value for the Visitor
Activation and flow Symbol and senses	Programme from visitors' point of view Event aims	Cordial Invitation and effective public relations	Main components Location and infrastructure Mobility as an experience Event catering
Sustainability aspects in the focus	Environment, biodiversity Waste and resources	Event Acts, Components Location and infrastructure Catering seas.reg.veg.bio	Travelling and tourism Communication, invitation
Socioeconomic Cultural aspects Events for All Integrative and inclusive events	Regional sourcing seas.reg.bio	Focus, e.g. Footprint, Carbon Neutral, Integrative, ZeroWaste,	Event Perception Communication and Marketing
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informal education	Participation Involvement	Influencing, Nudging	Shaping and MINT competences
Risk portfolio	Safety and Security	External threats Politics Weather Terrorism	Visitors and event risks Mischief Misbehaviour/hooligans Sabotage/Spionage
Compliance, Good practice Misconduct	Stakeholders	Internal communication Message and channels Push and pull Alerts and warnings	External communication Message and channels

		Sustainable Event Design Matrix				© Ulrich Holzbaur 2018
		Vision – the stakeholders' view		Plan – the team's view		
Strategy Make it successful	Target: what do we / the customer want to achieve?	Overall Target, Success criteria, Core message	Overall plan Event timeline	Public/ audience: Attraction	Organisation, Management and staff, Team and roles	Customer satisfaction: how do we measure it, the organisation, visitors and all stakeholders
Event and experience Make it special		Customers' benefit Target groups	Contributors Stakeholders	Budget/ Resources	Added value for the customer	
Sustainability make it work with the future		Type and content of event	Message and branding: USP	Project planning and preparation Timeline	Added value for the Visitor	
ESD Make an impact		Activation and flow Symbol and senses	Programme from visitors' point of view	Cordial invitation and effective public relations	Main components: Location and infrastructure, mobility	
Safety Make it safe and secure		Sustainability aspects in the focus	Environment, biodiversity Waste and resources	Event Acts, Components Location and infrastructure	Travelling and tourism Communication, invitation	
		ESD aspects	Socioeconomic Cultural aspects, Events for All,	Regional sourcing Food	Focus, e.g. Footprint, Carbon Neutral, Integrative,	
	Informal education	Communication goals impact and message	Curricular aspects Informal education	Whole institution role model		
	Risk portfolio	Safety and Security	External threats Politics, Weather, Terrorism	Visitors and event risks Mischief, Sabotage/Spying		
	Compliance, Good practice	Stakeholders	Internal, channels, Push and pull, Alerts and warnings	External communication Message and channels		



Focus in the Development Process

		Sustainable Event Design Matrix				© Ulrich		
		Vision – the stakeholders' view		Plan – the team's view				
Strategy Make it successful	Target: what do we / the customer want to achieve?	<div style="border: 1px solid black; padding: 2px;"> Planning phase 1 = strategic planning = WHAT = expectations / targets of the stakeholders </div>		<div style="border: 1px solid black; padding: 2px;"> Evaluation from the customers', visitors' and society's point of view </div>		<div style="border: 1px solid black; padding: 2px;"> Planning phase 2 = Implementation = HOW = measures for the event </div>		
Event and experience Make it special							<div style="border: 1px solid black; padding: 2px;"> Evaluation from the event team's and stakeholders' point of view </div>	
Sustainability consider the future								
ESD Make an impact								
Safety Make it safe and secure								



SDG



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