

Events Nachhaltig gestalten

Ulrich Holzbaur
Vanessa Vanini
Evelyn Neifer
Annika Beifuss

Referat für nachhaltige Entwicklung

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**

}essentials{

Ulrich Holzbaur

Nachhaltige Events

Erfolgreiche Veranstaltungen durch
gesellschaftliche Verantwortung

 Springer Gabler

Ulrich Holzbaur

Events nachhaltig gestalten

Grundlagen und Leitfaden für
die Konzeption und Umsetzung
von Nachhaltigen Events

 Springer Gabler

Nachhaltige Events

NE (ökologische, sozio-ökonomische)
Aspekte im Event

Nach-
haltige
Entwick-
-lung

Event



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)**

- | | | |
|-------------------|---------------------|-----------------|
| Wohlstand | 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**

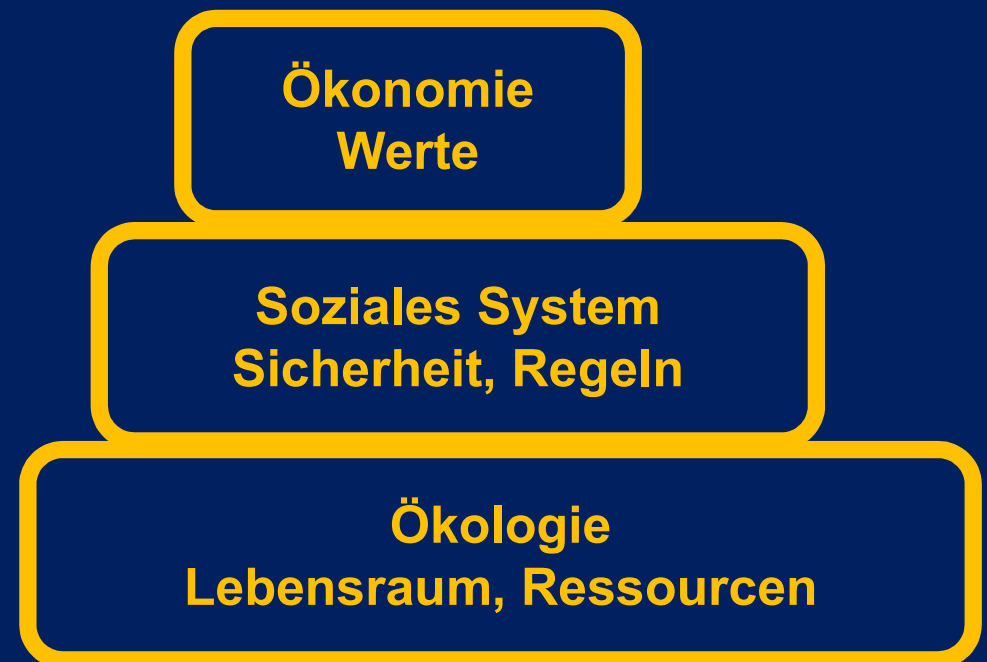


Nachhaltigkeit

- **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)**

- **Komponenten (Säulenmodell)**

- **Wirtschaft und Wertschöpfung**
- **Soziales System**
- **Natürliche Umwelt**





1 NO
POVERTY



2 ZERO
HUNGER



3 GOOD HEALTH
AND WELL-BEING



4 QUALITY
EDUCATION



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

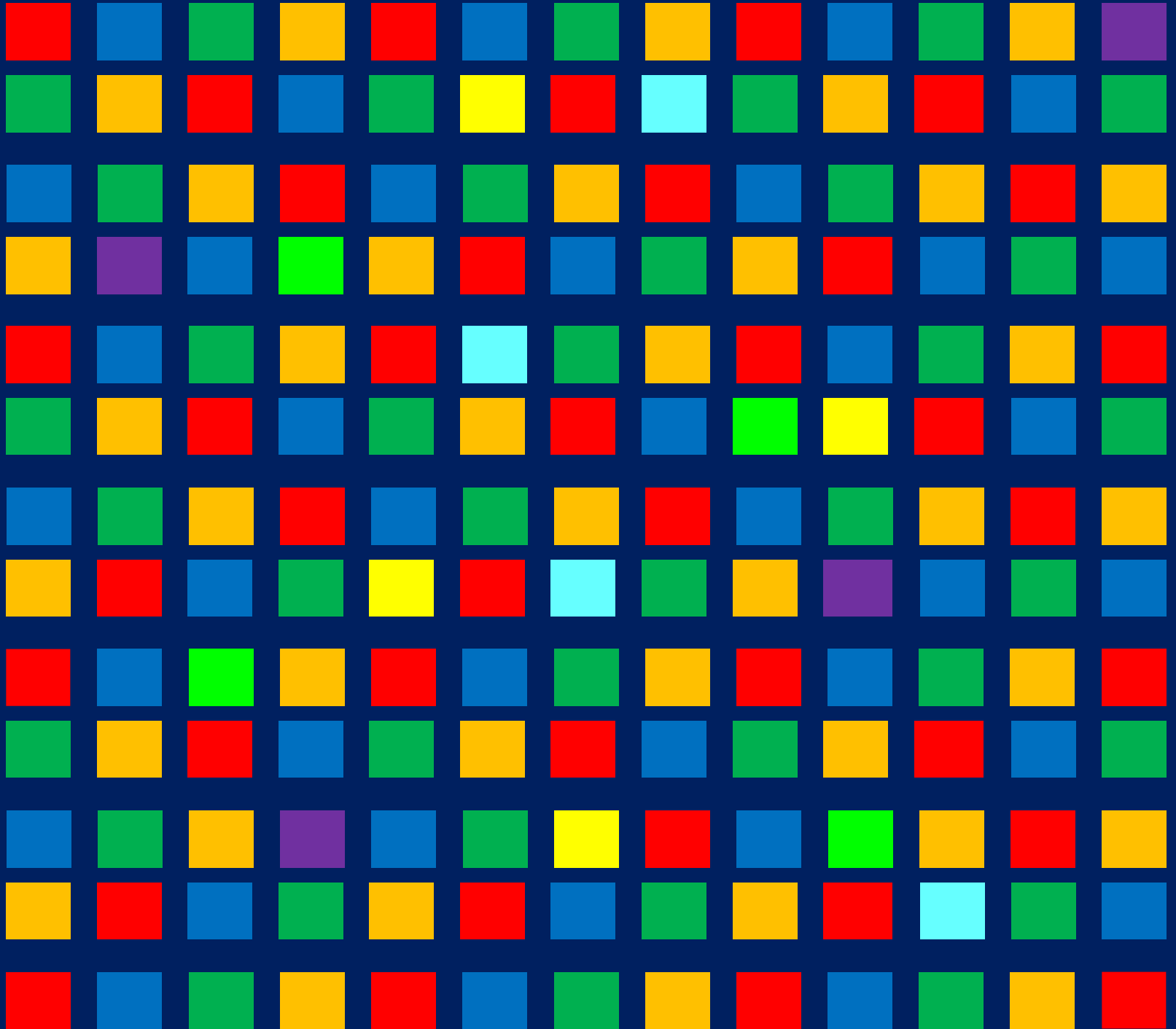


16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS





17 PARTNERSHIPS
FOR THE GOALS



4 QUALITY
EDUCATION



3 GOOD HEALTH
AND WELL-BEING



2 ZERO
HUNGER



1 NO
POVERTY



6 CLEAN WATER
AND SANITATION



7 AFFORDABLE AND
CLEAN ENERGY



8 DECENT WORK AND
ECONOMIC GROWTH



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



13 CLIMATE
ACTION



11 SUSTAINABLE CITIES
AND COMMUNITIES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE



10 REDUCED
INEQUALITIES



14 LIFE
BELOW WATER



5 GENDER
EQUALITY



15 LIFE
ON LAND



1 NO POVERTY



2

**ZERO
HUNGER**



3

**GOOD HEALTH
AND WELL-BEING**



4

**QUALITY
EDUCATION**



•SDG 4.7

#SDG47

- Bildung für nachhaltige Entwicklung
- Gestaltungskompetenz



Logos © DUK/UNESCO



5

**GENDER
EQUALITY**



6

**CLEAN WATER
AND SANITATION**



7

**AFFORDABLE AND
CLEAN ENERGY**



8

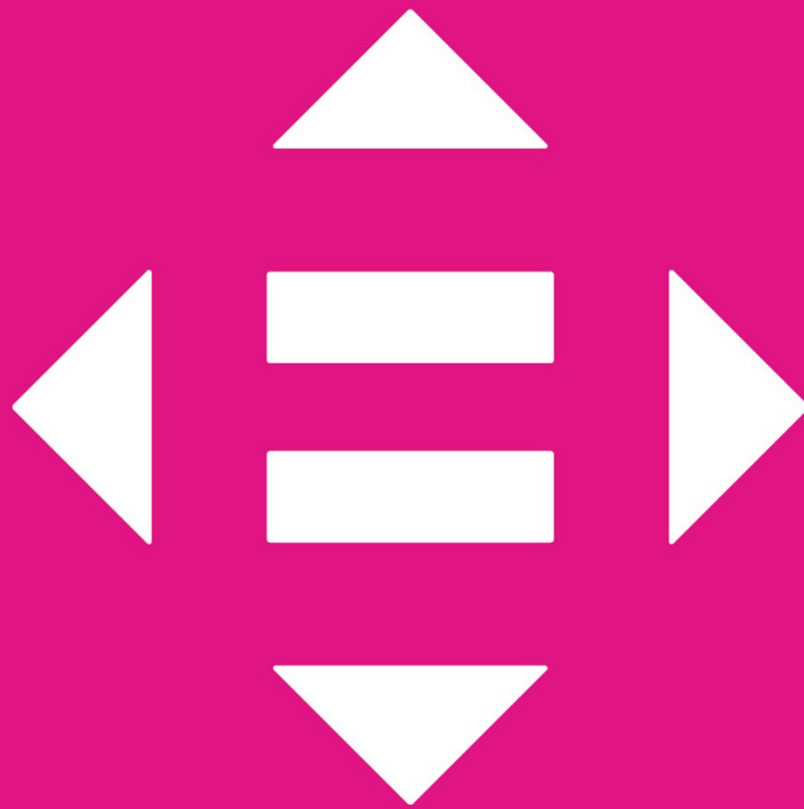
**DECENT WORK AND
ECONOMIC GROWTH**



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



10 REDUCED INEQUALITIES



11 SUSTAINABLE CITIES AND COMMUNITIES



12

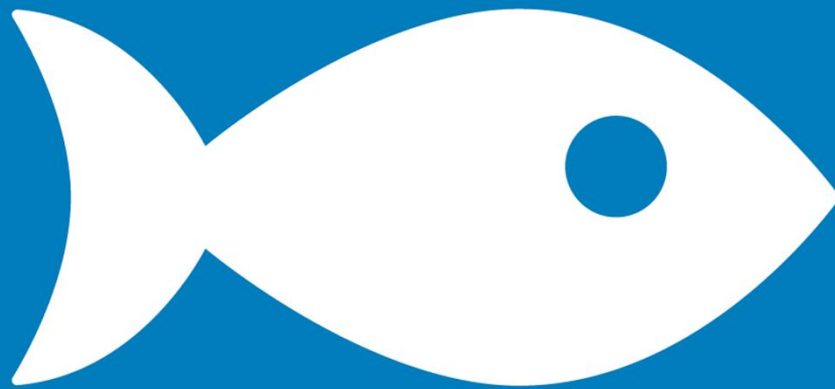
**RESPONSIBLE
CONSUMPTION
AND PRODUCTION**



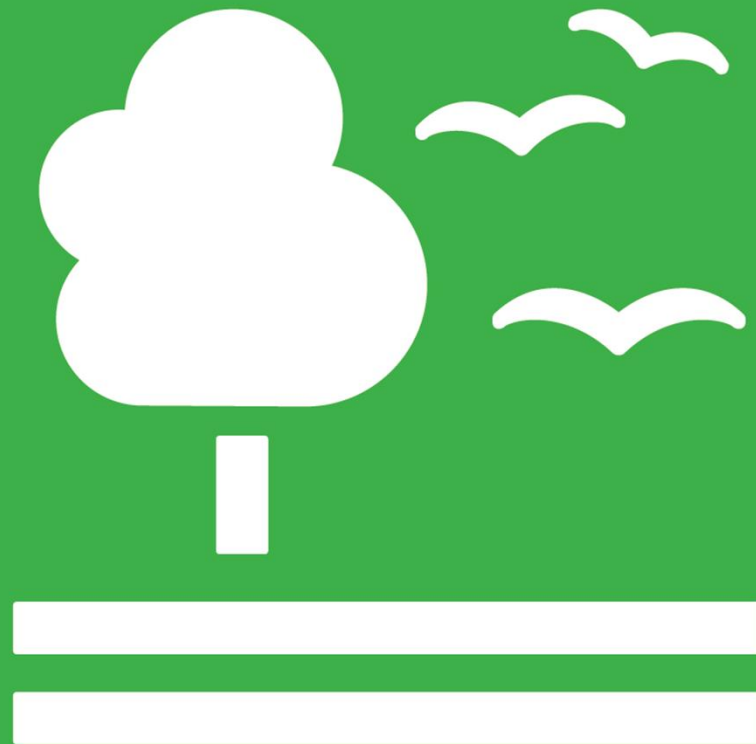
13 CLIMATE ACTION



14 LIFE BELOW WATER



15 LIFE ON LAND



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



17 PARTNERSHIPS FOR THE GOALS



17 PARTNERSHIPS FOR THE GOALS



3 GOOD HEALTH AND WELL-BEING



2 ZERO HUNGER



1 NO POVERTY



8 DECENT WORK AND ECONOMIC GROWTH



10 REDUCED INEQUALITIES



5 GENDER EQUALITY



4 QUALITY EDUCATION



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



7 AFFORDABLE AND CLEAN ENERGY



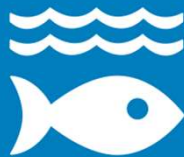
6 CLEAN WATER AND SANITATION



11 SUSTAINABLE CITIES AND COMMUNITIES



14 LIFE BELOW WATER



13 CLIMATE ACTION



15 LIFE ON LAND



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



17 PARTNERSHIPS FOR THE GOALS



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



5 GENDER EQUALITY



10 REDUCED INEQUALITIES



1 NO POVERTY



2 ZERO HUNGER



4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



15 LIFE ON LAND



14 LIFE BELOW WATER



3 GOOD HEALTH AND WELL-BEING



11 SUSTAINABLE CITIES AND COMMUNITIES



13 CLIMATE ACTION



7 AFFORDABLE AND CLEAN ENERGY



6 CLEAN WATER AND SANITATION



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Sollen sich Events an der Nachhaltigen Entwicklung orientieren?

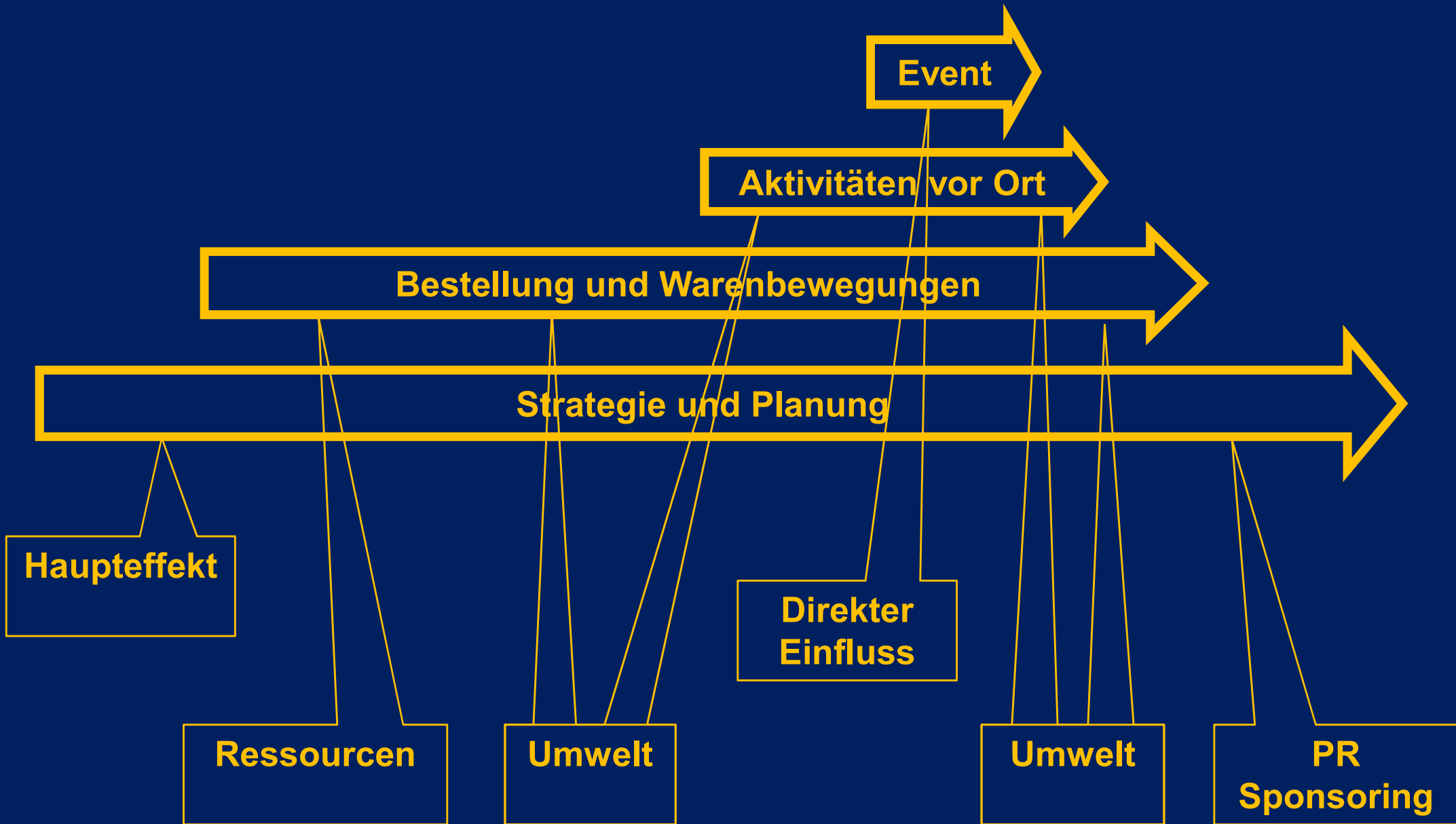
- **Zwei Welten oder Integration?**
- **Brauchen wir Nachhaltige Events?**



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

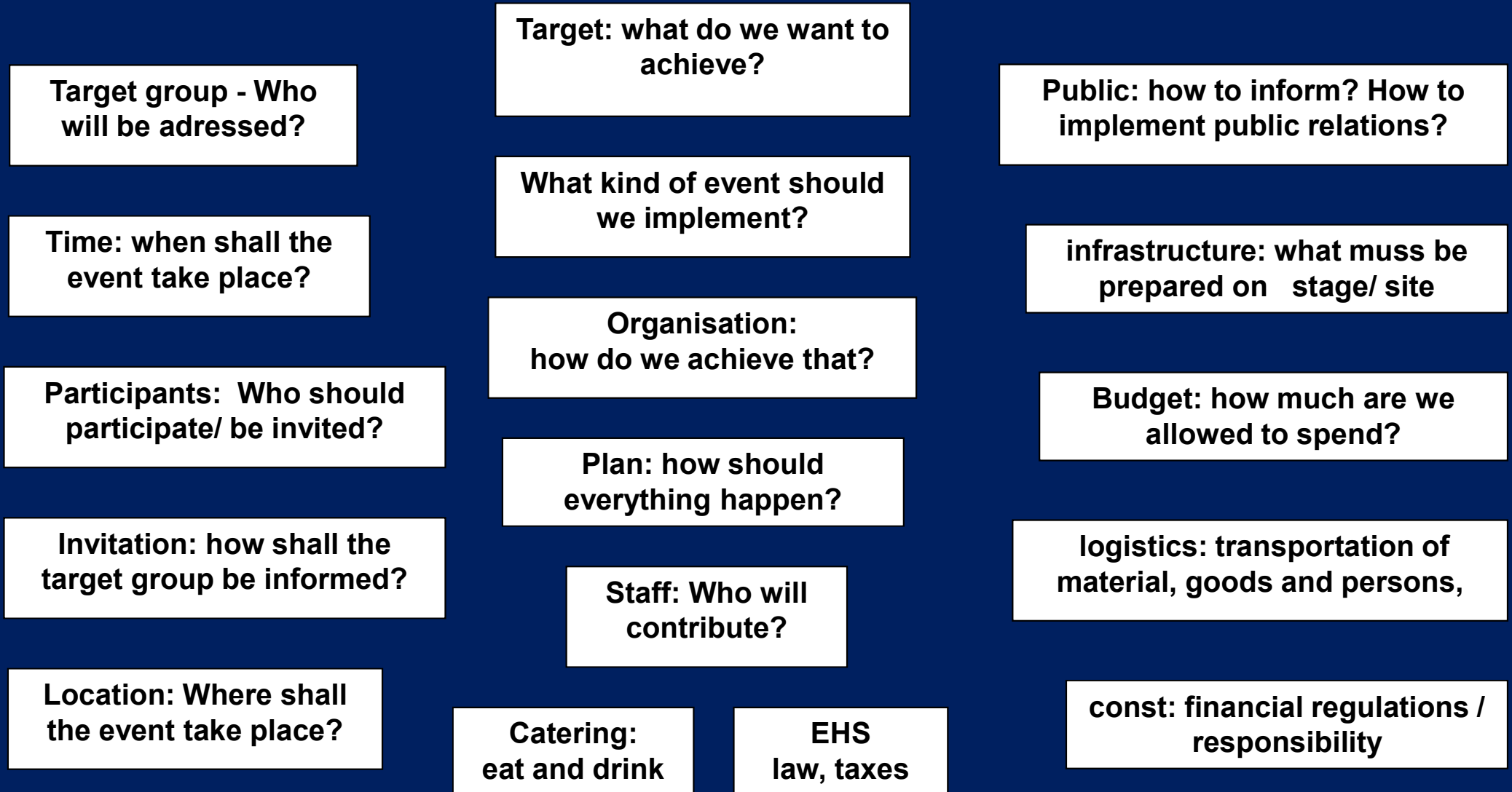
- **Berücksichtigung der Nachhaltigkeitsaspekte**
- **Stakeholderdialog**
 - -> Anforderungen gesellschaftlicher Gruppen
 - -> Nachhaltige Entwicklung ins Eventmanagement integrieren
- **Gesamtgesellschaftliche Betrachtung +
Politischer/Strategischer Wille
= Oberste Leitung**

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

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

Elements

Targets: what do we / the customers want to achieve?

Organisation Management and staff, Team and roles	Organisation Management and staff, Team and roles	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 customer	Added value for the customer
Added value for the Visitor	Added value for the Visitor	Added value for the Visitor	Added value for the Visitor
Main components, Location and infrastructure Mobility as an	Main components, Location and infrastructure Mobility as an	Main components, Location and infrastructure Mobility as an	Main components, Location and infrastructure Mobility as an
Travelling and tourism Communication, invitation	Travelling and tourism Communication, invitation	Travelling and tourism Communication, invitation	Travelling and tourism Communication, invitation
Event Perception Communication and Marketing	Event Perception Communication and Marketing	Event Perception Communication and Marketing	Event Perception Communication and Marketing
Whole institution role model	Whole institution role model	Whole institution role model	Whole institution role model
Shaping and MINT competences	Shaping and MINT competences	Shaping and MINT competences	Shaping and MINT competences
Visitors and event risks, Sabotage/Spionage, Mischief, Misbehaviour/hooligans	Visitors and event risks, Sabotage/Spionage, Mischief, Misbehaviour/hooligans	Visitors and event risks, Sabotage/Spionage, Mischief, Misbehaviour/hooligans	Visitors and event risks, Sabotage/Spionage, Mischief, Misbehaviour/hooligans
External communication Message and channels	External communication Message and channels	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

**External communication
Message and channels**

Alerts and warnings

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

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/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

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

Development aspects

**Planning phase 1 = strategic planning =
WHAT = expectations / targets of the
stakeholders**

**Evaluation from the customers',
visitors' and society's point of view**

**Planning phase 2 = Implementation =
HOW =
measures for the event**

**Evaluation from the event team's and
stakeholders' point of view**

**Customer satisfaction for the event
responsible, the organisation, visitors
and all stakeholders**

Focus in the Development Process

	Sustainable Event Design Matrix		© Ulrich
	Holzbaur 2018		
	Vision – the stakeholders' view	Plan – the team's view	
Strategy Make it successful	<div style="display: flex; justify-content: space-between;"> <div style="width: 45%; border: 1px solid purple; padding: 5px;"> Planning phase 1 = strategic planning = WHAT = expectations / targets of the stakeholders </div> <div style="width: 45%; border: 1px solid purple; padding: 5px;"> Evaluation from the customers', visitors' and society's point of view </div> </div>		
Event and experience Make it special			
Sustainability consider the future			
ESD Make an impact			
Safety Make it safe and secure			
		<div style="display: flex; justify-content: space-between;"> <div style="width: 45%; border: 1px solid purple; padding: 5px;"> Planning phase 2 = Implementation = HOW = measures for the event </div> <div style="width: 45%; border: 1px solid purple; padding: 5px;"> Evaluation from the event team's and stakeholders' point of view </div> </div>	



SDG



Ulrich.Holzbaur@hs-aalen.de

Ulrich.Holzbaur@STW.de