



Swedish  
Business  
Awards  
2015

# SUSTAINABLE EVENT REPORT LITHUANIA

3 November 2015



## FOREWORD

Dear Reader,

Business Sweden helps Swedish companies to reach their full international potential – it is the main purpose of our organisation. Swedish companies are at the forefront of integrating sustainability in their business strategies and daily operations. Sustainability is of a great importance to Business Sweden as well.

We publish annual Sustainability Reports and operate in accordance with the Business Sweden Code of Conduct based on the ten principles of the UN Global Compact, the OECD Guidelines for Multinational Enterprises and ISO 26000 on Corporate Social Responsibility.

Our commitment to sustainable business practices was an inspiration for celebrating the 10th Swedish Business Awards ceremony with a new initiative:

### **Swedish Business Awards 2015 – the first sustainable event in Lithuania.**

We have decided to take the lead and improve our approach to the event management by applying ISO 20121:2012 Event Sustainability Management System standard to the ceremony of the Swedish Business Awards 2015. We hope that this example will serve as an inspiration to other organisations in Lithuania to further improve their sustainability practices.

Thank you for reading our first report on sustainable event's organisation. In this report we present the environmental and social risks, the ways we mitigated them and the new opportunities discovered.

Continual improvement is our goal for the upcoming Swedish Business Awards events in Lithuania.

Sincerely Yours,



Mr. Lukas Danielevičius  
Business Sweden Country Manager



## WHY SUSTAINABLE EVENT?

Business Sweden believes that in the near future sustainable events will become a standard benchmark for each responsible company – private or public capital.

ISO 20121:2012 helps to implement organised, process-based approach to manage economic, environmental and social impacts in event management.

Therefore, we expect for everyone's interest and curiosity to the topic and wish that our example will inspire others to follow.

## OUR AIMS

With regard to sustainability the Swedish Business Awards 2015 aimed to:

- Perform sustainable impact on the event's environment
- Demonstrate leadership and good practice example
- Inspire all to think and act sustainably

## DID YOU KNOW?

Major global events successfully integrates sustainability and ISO 20121:2012 into their events management systems:

- Olympic and Paralympic Games in London 2012
- Eurovision Song Contest in Sweden 2013
- The Oscars Academy Awards in USA 2014
- FIFA World Cup in Brazil 2014
- EXPO Milano 2015
- Olympic and Paralympic Games in Rio 2016
- EXPO Dubai 2020
- FIFA World Cup in Qatar 2022





## OUR OBJECTIVES

### ENVIRONMENTAL

Reduce environmental risks  
Measure performance  
Control supply chain  
Offset carbon footprint

### SOCIAL

Involve key stakeholders  
Involve local community  
Protect labour and human rights  
Communicate effectively

### GOVERNANCE

Create sustainable event management system  
Enhance internal sustainability practices  
Share good practice experience

## OUR SUSTAINABLE ACTION

While organising the 10th Swedish Business Awards 2015 and integrating sustainable events criteria into the event management decisions we used these guiding principles:

### ENVIRONMENTAL ACTION

1. Reduce environmental risks and carbon footprint
2. Quantify, monitor and control the environmental impact
3. Develop environmental performance of the event's supply chain
4. Offset the total amount of the event's carbon emissions

### SOCIAL ACTION

1. Invite key stakeholders for the dialogue on sustainability
2. Involve local community to the event
3. Guarantee labour and human rights protection
4. Strengthen sustainable event's credibility by public communication

### GOVERNANCE ACTION

1. Strengthen sustainable business practices within organisation
2. Improve employees and volunteers knowledge on sustainability
3. Check adequacy of the event sustainability management system
4. Share good practice example by extensive continuous communication

# SWEDISH BUSINESS AWARDS 2015

## EVENT IMPACTS

### ENVIRONMENTAL IMPACTS

IMPACT	KEY PERFORMANCE INDICATOR	VALUE
<b>Carbon emissions</b>	Total carbon footprint (tCO <sub>2</sub> e)	25,2
	Emissions per participant (tCO <sub>2</sub> e)	0,03
<b>Energy</b>	Venue heating consumed (mWh)	0
	Venue electricity consumed (kWh)	665
<b>Water</b>	Total drinking water used (liters)	140
	Total bottled water used (liters)	135
<b>Food</b>	% of local food	100%
	% of vegetarian menu	50%
<b>Paper</b>	Event notepads, pens, spreadsheets (Qty)	0
	Paper invitations (Qty)	700
	Total paper used (A4)	431,5
	% of recycled paper input materials	30%
	% of FSC or EU Ecolabel standard paper	100%
<b>Plastic</b>	% of plastic decorations used	20%
	% of returned plastic decorations	100%
	% of total returned other decorations	90%
<b>Flowers</b>	% of imported cut flowers decorations	100%
	% of second use cut flowers	25%
	<i>* Royal dinner one day before</i>	
<b>Waste</b>	Total waste from event (kg) <i>* excluding food</i>	7
	Total food waste from event (kg)	<i>*no response</i>
	Total waste diverted from landfill (%) <i>* including recycled waste</i>	85%
	<i>* including returned materials (second use)</i>	
<b>Carbon offset</b>	Carbon footprint offset	100%

## SOCIAL IMPACTS

IMPACT	KEY PERFORMANCE INDICATOR	VALUE
<b>Labour Rights</b>	Employees of organiser and suppliers covered by Employment act	100%
<b>Human Rights</b>	Human rights protection during event planning and implementation	100%
<b>Stakeholder Engagement</b>	Key partners and key suppliers involved into sustainability dialogue via special questionnaires	Full response: 80% No response: 10% Negative response: 10% * <i>Totally 80 % late responses</i>
<b>Local community support</b>	Local suppliers support	95%
	Local forestry support (Number of trees planted)	5.050
<b>Local community involvement</b>	Students delegates from Lithuanian universities	120 * 15% of delegates
	Volunteers assistance during the event	15
	Forest professionals assistance during carbon offset	5
<b>Public communication</b>	<ul style="list-style-type: none"> <li>• Exclusive interview on sustainable event initiative at <i>Delfi.lt</i></li> <li>• Two sustainable event's stands at the event</li> <li>• Press releases before and after the event</li> <li>• Press release on carbon offsetting project implementation</li> <li>• Website updates on sustainable event initiative</li> </ul>	

## GOVERNANCE IMPACTS

IMPACT	KEY PERFORMANCE INDICATOR	VALUE
<b>Event Sustainability Management System Creation &amp; Review</b>	Annual assessment and improvement	Foreseen and documented procedures
<b>Employee training</b>	Internal employee sustainability training plan	Enhanced sustainability practices
<b>International top management cooperation</b>	Good practice example sharing	Enhanced top management sustainability position

# SWEDISH BUSINESS AWARDS 2015

## KEY SUSTAINABILITY RESULTS

### SUCCESS FIGURES

#### ENVIRONMENTAL

- 30%** recycled paper used
- 100%** certified paper used
- 85%** waste diverted from landfill
- 50%** table water offer
- 100%** local food offer
- 50%** vegetarian menu offer
- 100%** carbon footprint offset

#### SOCIAL

- 80%** Stakeholder involvement
- 95%** Local suppliers support
- 15%** Student delegates
- 15** Volunteers assistance
- 1 ha** Local forestry support

#### GOVERNANCE

- Event Sustainability Management System **establishment**
- Good practice example **share** by this report

### OPPORTUNITY ZONE

#### ENVIRONMENTAL

- Reduce total paper consumption by **20%**
- Reach for **60%** recycled paper use
- Reach for **zero-waste** to landfill
- Reach for **100%** table water offer
- Reach for **80%** vegetarian menu offer
- Reduce power consumption by **20%**
- Reach for **100%** green energy use
- Reduce cut flowers use by **50%**
- Introduce plant flowers decoration by **50%**

#### SOCIAL

- Reach for **100%** stakeholders engagement
- Reach for more intensive and extensive **communication** on sustainable event

#### GOVERNANCE

- Reach for **enhanced** internal sustainability **practices**
- Improve** sustainable events **performance**

# SWEDISH BUSINESS AWARDS 2015

## EVENT EMISSIONS AND OFFSETING

Calculations of GHG emissions of the Swedish Business Awards 2015 were made by monitoring and measuring the following issues:

**Mobility:** logistics of guests, suppliers, employees of the event

**Accommodation:** number of overnight stays, hotel class

**Energy:** electricity, heating and cooling power consumption

**Food:** traditional vs. local, seasonal, vegetarian options

**Drinks:** traditional vs. local, ecological, table water and seasonal juice options

**Promotion:** traditional vs. recycled, certified paper, long-term stands, certified colour printing

**Materials:** traditional vs. returnable and recyclable materials

**Waste:** prevention vs. generation, onsite recycling waste bins, recycling

Carbon offset result:

The Swedish Business Awards 2015 totally generated **25,2 tonnes** of CO<sub>2</sub> equivalent, which resulted to an average of 0,03 tons of CO<sub>2</sub> equivalent per participant of the event.

Full carbon offset required planting **5.050 pine trees** and it was successfully done at Pirčiupiai forest (44th km via Vilnius - Druskininkai).

Complete balance of the negative event's effect to the environment is expected to be reached during **1 year period of time**.





# CONCLUSIONS

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The Swedish Business Awards 2015 in Lithuania was the first event in Lithuania organised under systemic sustainable approach.

By organising the 10th Awards ceremony, we integrated innovative sustainable event practices into management decisions. Equally, we opened challenging environmental, social and good governance opportunities for our future events.

Guiding principle of Business Sweden was a prevention of the negative event's environmental and social impacts. Our promise and action to 100% offset the event's carbon footprint was an additional initiative to ISO 20121:2012 implementation process.

Our current achievements were made possible thanks to leadership and commitment to sustainability of some of the event's partners and suppliers. However, we admit that sustainability is an ongoing process and there are many ways to improve.

We confirm the establishment of the Event Sustainability Management System at Business Sweden Lithuania, which is now our strategic sustainability framework for the next Swedish Business Awards ceremonies.

**Looking forward to meeting you all at the future sustainable Swedish Business Awards!**

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This report was prepared by EXITUS UAB - CSR consulting company for the Swedish Business Awards 2015.

EXITUS UAB  
Vilniaus str. 31  
LT-01402 Vilnius  
Lithuania

+370 683 76758  
valda@exitus.lt  
www.exitus.lt

BUSINESS SWEDEN  
Goštauto str. 40B  
LT-01112 Vilnius  
Lithuania

+370 5 212 61 55  
litauen@business-sweden.se  
www.swedishbusinessawards.com