

# GREEN SUSTAIN GUIDELINES FOR NIGHT OF FORTRESSES

The following guidelines will help you in organizing the "Night of Fortresses" in a Green Sustain way. They will help you to break down the process into clear, actionable steps that align with the core principles of sustainable event management.

## 1. Purpose and Context / Seeing systems

### **Purpose and Context:**

Clarify the goals of the "Night of Fortresses" event. Consider the following questions:

- Which SDGs are important for you?
- Which topics are important in your local environment? What local environmental or social challenges could you address through this event?
- Which organizations/individuals are actively working on the topics you identified as relevant? Could you partner with some of them?

### **Think about your audiences:**

- Which audiences do you want to attract and engage?
- How do you want participants to feel after attending the event?
- What messages or experiences should they carry with them?

Articulate the Purpose of your Event in 2 to 4 clear sentences. This is very important because:

1. *Clarifies what you want to achieve:* It helps everyone involved understand the main goal, ensuring that all decisions are aligned with the purpose.
2. *Guides Planning:* A clear purpose acts as a roadmap, making it easier to prioritize activities, allocate resources, and stay focused on what matters most.
3. *Engages the Audience:* A simple, well-defined purpose helps you attract and motivate the right audience by guiding you in designing the engagement activities and communicating the value of the event to them.
4. *Measures Success:* It provides a framework to evaluate the event's outcomes, making it easier to assess whether the goals were met.

In short, a concise purpose keeps everything organized, targeted, and effective.

## 2. Stakeholder Engagement / Collaborating across boundaries

### **Identify and Engage Stakeholders:**

Identify key stakeholders, including local authorities, community groups, vendors, and visitors. Hold meetings or workshops to involve them in the planning process, ensuring their needs and concerns are addressed.

These questions will help you:

- Who are the key stakeholders and potential partners for this event?
- What roles could local environmental groups, historical societies, or schools play in the event?
- How can we engage with these partners early to co-create aspects of the event?
- How can we ensure that our partnerships are mutually beneficial?
- Are there ways we can support our partners' missions while also enhancing the event?
- What local suppliers or artisans can we feature to support the local economy?
- Could we create a market or showcase that highlights sustainable practices in the local community?

## 3. Audience engagement / Creating desired futures

Start from the purpose you have defined, and the outline of the audiences you want to engage. Consider the following questions:

- How can we tailor activities to different audience segments?
- What might engage children, families, or adults differently during the event?
- Could we offer activities that appeal to both locals and tourists?
- Are there historical figures or events related to the heritage site that can be connected to sustainability themes?

Use these questions to come up with the ideas for designing **interactive experiences**:

- How can we facilitate *meaningful interactions* between the audience and sustainability topics? Can we organize discussion panels, Q&A sessions, or storytelling circles that encourage participants to share their thoughts?
- How can we create *immersive experiences* that make sustainability tangible? Can we organize live demonstrations of sustainable practices, like composting or upcycling, that participants can try out?
- What elements of *surprise or discovery* can we incorporate? Could we design a treasure hunt or interactive exhibit that reveals sustainability facts about the heritage site?
- What incentives could encourage *deeper engagement*? Could we offer rewards, certifications, or opportunities for ongoing involvement in sustainability initiatives?

## GIFTSnet

- Could we include clear signage, announcements, or digital content that explains our efforts and encourages participants to join in?

- 

## 4. Sustainability Objectives

Set Measurable Sustainability Objectives. Consider what metrics could you use to measure the event's sustainability. How will you track waste reduction, participant engagement, or other environmental impacts?

This approach will help you evaluate the achievement of the purpose you have defined for the event. By defining the metrics before the event, and tracking them, you will gather valuable information essential for assessing the impact of your actions and communicating it effectively.

Example objectives might include:

- Reducing waste by 50% compared to previous events.
- Using 100% renewable energy for lighting.
- Sourcing 75% of food and materials locally.

Here is a ***list of various metrics you could use***. Make sure to have metrics that will track sustainable event organization, audience engagement and awareness, stakeholders involvement and community impact.

### ***Examples of Metrics for sustainable event organization***

- Energy Consumption: Track the total energy used during the event, particularly focusing on high-energy areas like lighting and audio-visual equipment.
  - *Goal: Reduce energy use by using energy-efficient equipment and turning off unnecessary lights.*
- Waste Management: Measure the amount of waste generated and the amount diverted to recycling or composting.
  - *Goal: Aim for a specific waste diversion rate (e.g., 50% or more of waste recycled or composted).*
- Procurement: Track the percentage of materials and supplies sourced from local or sustainable suppliers.
  - *Goal: Increase the use of locally sourced and eco-friendly products (e.g., local food vendors, recycled materials).*
- Transportation: Survey attendees on their transportation methods (e.g., public transport, bike).
  - *Goal: Encourage the use of public or shared transportation by offering incentives (e.g., discounts for those who use public transport).*

### ***Audience Engagement and Awareness Metrics***

- Event Attendance: Count the total number of attendees.

## GIFTSnet

- *Goal: Set a target for attendee numbers, particularly focusing on diverse audience segments.*
- **Activity Participation:** Track the number of participants in key sustainability-focused activities or workshops
- *Goal: Increase engagement by making these activities interactive and educational.*
- **Knowledge and Awareness:** Conduct short surveys/interviews/polls to assess changes in participant awareness of sustainability issues.
- *Goal: Increase the percentage of attendees reporting greater awareness of sustainability topics after the event.*

### **Stakeholder and Community Engagement Metrics**

- **Partnerships:** Track the number and type of local partners involved (e.g., businesses, NGOs).
  - *Goal: Increase collaboration with local organizations, especially those with sustainability goals.*
- **Community Impact:** Note if the event leads to any follow-up projects or initiatives (e.g., community clean-ups, educational programs).
  - *Goal: Use the event as a springboard for ongoing community involvement in sustainability.*

## 5. Monitoring and Reporting

### **Evaluate Outcomes:**

- Measure the actual energy and water use, waste generated, and transport modes used by attendees during the event.
- Measure audience attendance and engagement across various activities.
- Compare the event's sustainability performance against the objectives set in the planning stage.
- Identify areas where targets were met and where improvements are needed.

### **Stakeholder Feedback:**

- Collect feedback from participants, vendors, and visitors regarding the event's sustainability practices.
- Use this feedback to make adjustments for future events.

### **Report and Communicate Results:**

- Prepare a sustainability report summarizing the event's impacts, successes, and areas for improvement.
- Share the report with stakeholders, and consider publishing a summary on the event's website or through social media to demonstrate transparency and commitment to sustainability.

## 6. Continual Improvement

Hold a debrief session to review the outcomes and gather feedback from staff and partners.

- 
- Learn and Adapt - Identify lessons learned and best practices from the event.
- Identify 2-3 key areas for improvement in future events.

Set New Goals - use each cycle of organizing the events to further enhance your sustainability goals and practices.