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PROJECT

ORGANIZATION AND IMPLEMENTATION SUSTAINABILITY IN THE EVENT

The implementation of a Management System for Sustainability adds an intangible asset, but fundamental for the Organization and seals the commitment to minimize negative impacts at the social, environmental and economic level. In addition to increasing the chances of success at the event and meeting the sustainable development goals

1. SUSTAINABLE BEHAVIOR PROGRAM

The Program aims to establish, implement, maintain and continuously improve the management system for the sustainability of an event, including the necessary processes and their interactions, in accordance with the requirements of the International Standard

ABNT NBR ISO 20121:2012.

The Concept and Engagement Platform of the Sustainable Behavior Program will be developed by Empresa Verde Consultoria and the suggested way of managing the event is in line with the ABNT NBR ISO 20121:2012 standard.

Associated with this Program, the inventory and neutralization of greenhouse gases provided by the activities of the event will be carried out, according to internationally recognized standards.

The final report will be prepared in accordance with the international indicators provided by:

GRI - Global Reporting Initiative.



2 - MACRO TOPICS FOR THE IMPLEMENTATION OF SUSTAINABLE BEHAVIOR IN EVENTS

2.1. Management system for the sustainability of an event (ABNT NBR ISO 20121:2012).

The Program proposes to establish, implement, maintain and continuously improve the management system for the sustainability of an event, including the necessary processes and their interactions, in accordance with the requirements of the international standard (ABNT NBR ISO 20121:2012 based on the processes held for the organization of the London 2012 Olympic Games). *Regarding the merits of alignment with the ABNT NBR ISO 20121:2012 Standard

ISO standards operate in virtually all business segments, but until London 2012, no auditable international sustainability standards were available for the events sector. Preparing for the London Olympics was the spark that helped finalize ISO 20121 (officially released in June 2012), and helped put sustainability considerations at the heart of the planning process.

Rather than dictating specific targets or sustainability measures, the new standard allows organizers and suppliers to identify key stakeholders and areas of impact for their event. Based on this, plans and goals are developed and established to reduce negative impacts, measure results and prepare progress reports.

2.2 - Engagement Platform | Shared Value Construction System (CVC).

We propose to engage and build with the event's stakeholders, principles and values committed to Sustainable Behavior – the use of collective intelligence to co-create solutions that need to be found.

Methodology: "Building Shared Value (CVC)" - use of collective intelligence

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associated with co-creation. In this engagement platform, it is proposed to facilitate a lively network of dialogue in an enabling environment, around relevant issues. With this, it is intended to reach a value generated jointly, in a continuous and beneficial way to all those involved.



3. INVENTORY AND NEUTRALIZATION OF GHG EMISSIONS

A greenhouse gas emission inventory will be developed, according to globally recognized standards, indicating the amount of emissions provided by the activities developed at the event.

The identified emissions will be neutralized through the planting of trees or the acquisition of carbon credits (VCS).

4. GRI REPORT (GLOBAL REPORTING INICIATIVE).

International sustainability report, based on principles and guidelines, to disseminate the results obtained within the determined period, in the context of the organization's commitments, strategy and management method (event), on its economic, social and environmental performance.

5. AREAS OF

The main areas of activity that underlie the commitment to sustainability are listed below:



- **Consumables and Products**
- **Energy**
- **Water**
- **Stands and other spaces**
- **Food**
- **Accommodation**
- **Waste**
- **Mobility and Accessibility**
- **Communication, merchandising and gifts**
- **Inventory and neutralization of GHG Emissions.**
- **Preparation of the GRI Report (Global Reporting Initiative).**



6. CONSUMABLES AND PRODUCTS

6.1 - Carefully evaluate the composition of consumables/products:

6.2 - Wood, cardboard and paper products

Prefer materials with certification such as FSC (Forest Stewardship Council) and PEFC (Programme for the Endorsement of Forest Certification Schemes); guarantee compliance with the legislation in force, and ensure the correct management of the forest from which the materials in question originate. Give preference to locally sourced wood, in order to reduce the emissions associated with its transport.

6.3 - Plastic products.

Plastic is made up of non-renewable materials like petroleum. Check if it is easily recyclable. Alternatively, prefer the use of plastic products made entirely or in part from recycled plastic or bioplastics. Also avoid PVC-based materials due to the environmental and health impacts associated with their use.



6. CONSUMABLES AND PRODUCTS

6.4 – Paints and varnishes.

Choose water-based or mineral-based paints over organic solvent-based paints, which release volatile organic compounds – harmful to health. As far as varnishes are concerned, avoid synthetics or acrylics that contain a higher degree of toxicity and prefer natural resin varnishes.

6.5 – Cleaning products.

Prefer concentrated products – they require less packaging and are of reduced toxicity.

6.6 – Prefer reused and/or reusable products

There are several materials on the market that are totally or partially recycled (paper, fabrics, rubber, among others) that have different uses.

6.7 – Incorporate recycled and/or recyclable materials.

Check the existence of the recycling symbol on the products you intend to purchase. In some cases this symbol is accompanied by a number placed in the center; This number expresses the amount of recycled material that makes up the total composition of the

Also try to find out if, after use, if the products or materials that will be purchased are easily recycled, in order to avoid their final destination to landfill or incineration.



6. CONSUMABLES AND PRODUCTS

6.8 - Opt for local suppliers.

Choosing local suppliers reduces carbon emissions associated with transporting products and people, in addition to contributing to the local economy.

When comparing suppliers, take into account the distances they will have to travel to the venue.

The emissions associated with these displacements must be considered in the decision, also including the carbon variable in its selection.

7 - ENERGY

In support facilities, for example in the press or office area, raise awareness of energy savings, using posters and stickers.

Also try to activate the energy saving options in the various equipment that will be made available, programming the equipment to go into sleep mode after a certain period of inactivity.

7.2 - Choose class A or A+ equipment

Equipment with an A or A+ energy rating has a lower energy consumption associated with its use. Pay special attention to the choice of lighting and cooling equipment.

In Brazil, energy labeling is carried out by the National Institute of Metrology, Standardization and Industrial Quality (Inmetro) and is a voluntary membership program (as shown in the image below).



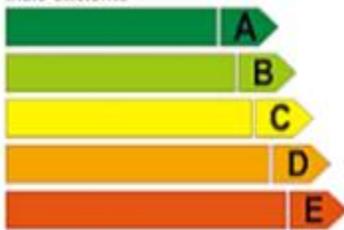
Energia (Solar)

Fabricante
Marca

Modelo
Pressão de Funcionamento (kPa)
(m.s.a)

Aplicação

Mais eficiente



Menos eficiente

Produção Mensal de Energia:

- Por m² de coletor (kWh/mês.m²)
- Por coletor (kWh/mês)

Área externa do Coletor (m²)

Eficiência Energética Média (%)

Regulamento Específico para Sistemas e Equipamentos para Aquecimento Solar de Água - RES1000-006.

Instruções de instalação e recomendações de uso, veja o Manual do aparelho.

PROCEL PROGRAMA NACIONAL DE CONSERVAÇÃO DE ENERGIA ELÉTRICA

IMPORTANTE: A REMOÇÃO DESTA ETIQUETA ANTES DA VENDA, ESTÁ EM DESACORDO COM O CÓDIGO DE DEFESA DO CONSUMIDOR

COLETOR SOLAR PLANO
ABCDEF
XYZ(Logo)
IPQR
XYZ
XYZ
banho

A

N
INMETRO

→ Neste campo, estão indicados o nome do fabricante, a marca e o modelo do equipamento, a pressão de funcionamento e a aplicação a que se destina, se banho ou piscina.

→ Neste campo, está destacada a classificação dos coletores, em razão da Produção de Energia. A letra A indica que o produto obteve o melhor índice de produção de energia; a B, um pouco menos; e assim por diante até chegar à letra E, de menor produção.

→ Neste campo estão indicados os valores representativos da produção mensal de energia, que representa a produção de energia economizada com o uso das placas solares. É indicado também o tamanho da área externa do coletor, em m².

→ Neste campo está indicado, em percentual, o índice médio de eficiência dos coletores.

→ Este campo traz as assinaturas do INMETRO e do PROCEL, responsáveis, respectivamente, pelo Programa Brasileiro de Etiquetagem e Programa Nacional de Conservação de Energia Elétrica.

Equipment Energy Label - Source: INMETRO

7.3 - Adjust thermostats to moderate temperatures.

When the use of air conditioning, or other air conditioning system, is unavoidable, the thermostats must be adjusted to comfortable temperatures - about 25°C in summer and 18°C in winter and prevent them from working with the windows and/or doors open.

These simple actions have significant energy saving results.

In spaces such as tents and other large open spaces, carefully plan the location of appliances in order to ensure a uniform temperature in all places, avoiding an excessive load on the HVAC equipment.



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7.4 - As far as possible, opt for renewable energy sources.

Turnkey renewable energy equipment, such as solar panels and mini wind turbines, allow for quick assembly and disassembly, and can play a role in energy supply.

Explore the possibility of forming partnerships with renewable energy companies for the installation of equipment on site, taking advantage of its communication potential with the public at the event.



7.5 - Plan the generator park in detail.

An efficient planning of the generator set can reduce their fuel consumption, resulting in savings in supply, in carbon emissions and, consequently, in the corresponding compensation costs.

7.6 - Use alternative fuels to supply generators.

The use of biofuels from energy crops, 100%, or mixed with gasoline or diesel, is a common practice in Brazil, allowing to reduce the carbon content associated with its consumption. However, there are several issues to consider when purchasing this type of fuel, such as its origin – namely whether they replaced forest areas or areas of food culture, the culture practices that were used and their transformation process.

Evaluate these aspects at the time of decision, as well as their technical and economic feasibility.



8 - WATER

8.1 - Promote the rational use of water.

In all installations where water is used, make all operators aware of saving water, using posters and/or flashing signs.

8.2 - Choose efficient equipment.

There are faucets and showers on the market that allow you to reduce the flow of water or close automatically when no more water is needed. There are also equipments that consume less water than conventional ones, should be considered whenever possible.

8.3 - Foster good daily practices.

We will encourage and implement day-to-day water saving tips at the event, in this way we intend to change the daily behavior of everyone involved in the event (organization, suppliers, general public).

Check and, if necessary, adjust the volume of water used in the toilets, whenever possible adjust the sensor installed in the flush or introduce a 1.5lt PET bottle filled with water;

Always close the faucets of the WC's when it is not necessary;



Use the same glass or refill bottle throughout the day, reducing the number of glasses to wash;

Analyze the possibility of using sustainable cups customized with the Green Life Music Festival brand that can be sold at very affordable prices - www.meucopoeco.br, which in addition to reducing the use of plastic cups, generate less environmental impact, strengthen the image of the Event.

9 - STANDS AND OTHER SPACES.

9.1 - Integrate bioclimatic construction criteria.

The adaptation of buildings to the climate, through bioclimatic construction techniques, allows for increased comfort in the enjoyment of spaces, at the same time as it enables the reduction of energy consumption associated with lighting and air conditioning.

Examples of this type of techniques are the orientation of windows to the south, in order to maximize natural lighting – allowing to reduce the number of hours of artificial lighting needed – and the creation of natural ventilation – reducing the use of air conditioners for cooling.

9.2 - Opt for reused and/or reusable structures and decorative elements.

Invite artists and artisans to create objects or structures using recyclable materials.

Check if there are companies that provide these structures.



9.3 - Install efficient lighting systems.

Install, as far as possible, low-energy consumption lamps, using, in particular, three types of more efficient lighting technology:

9.4 - Give preference, as far as possible, to the use of LED

(Light Emitting Diode | Light Emitting Diode): easily adaptable to various lighting needs, it is currently one of the most efficient alternatives. However, its acquisition costs still hinder its widespread use.

Fluorescent lamps with electronic ballasts: replace fluorescent lamps with ferromagnetic ballasts (with starter). They represent a reduction in energy consumption of about 20%, and have a longer useful life. Check the possibilities of using presence sensors;

9.5 - Details to be observed.

Valuing suppliers with environmental and social certifications; Careful evaluation of the materials to be acquired; Incorporation of recycled and/or recyclable materials; Selection of local products and suppliers; Efficient use of lighting solutions.



10 - MEALS.

10.1 - Choose products such as sustainable and/or biodegradable dishes and cutlery.

The use of reusable plates, glasses and cutlery has advantages from the point of view of waste prevention. However, these materials are not always possible to be used during an event (depending on its structure, size, etc.).

In these cases, we will analyze the use of plates, cutlery and other types of utensils that can be easily recycled, or that have bioplastics in their composition.

10.2 - Encouraging healthy eating

Encourage the availability of diet options as well as vegetarian alternatives.

Also check the possibility of providing additional information about the caloric content of the food, and about quality and environment.

10.3 - When planning areas and associated activities, check:

Reduction of waste produced; Promotion of organic waste recycling; Selective collection of oil used for food production.



11 - ACCOMMODATION

11.1 - Prefer nearby hotels.

The proximity of the hotel to the workplace (ie to the offices) and to the event's location reduces the distances traveled in travel and, consequently, carbon emissions.

Shorter distances are also synonymous with shorter travel time and associated stress.

11.2

Opt for hotel units with energy efficiency measures, reduction of water consumption and other resources.

Check if the selected unit has an Environmental Management System (eg ISO 14001; EMAS) or implements energy consumption control measures (eg efficient lighting, class A or A+ equipment, among others).

Also analyze the existence of water consumption reduction programs – promoting the selection of hotels with water recycling systems, or the use of sensors, among other measures –, or paper, opting for units that facilitate check-in and check-in. out without using paper forms, among other resources.

11.3 - Prioritize hotel units that use renewable energy sources



Benefit accommodations that use renewable energy sources, such as thermal or photovoltaic solar panels or mini wind turbines for heating sanitary water and producing electricity, respectively.

11.4 - Check if the selected hotel adheres to recycling programs

Confirm the existence of recycling programs, looking for different waste disposal sites (collection points for paper, glass, among others) and questioning the unit about its adherence to programs for the collection of organic waste and used cooking oil to subsequent forwarding for recycling.

11.5 - Ask selected hotel units to make available programs for the reuse of bath towels and sheets.

Evaluate the possibility of providing guests with a system for the reuse of bath towels and bed linen so that they can choose, whenever they consider it feasible, to contribute to the reduction of energy, water and detergent consumption necessary for their cleaning processes.

12 - WASTE.

Train, inform and supervise All partners will receive the relationship manual with the Festival's waste management rules. Information sessions will be held for all employees of the event in the different phases. Supervise, monitor and clarify during all phases.



12.1 - Reduce/Reuse

12.2 - Reduce the amount of disposable materials

Purchasing products in bulk minimizes product packaging needs in the transport, distribution and sales phase. When making products available to the public, avoid the use of plastic bags, as well as individual packaging and excess packaging. Also avoid single-use materials, such as disposable tableware.

12.3 - In the construction of the structures of the Festival.

Opting, as far as possible, for modular and rented structures significantly reduces the production of waste in the assembly and disassembly phases.

12.4 - Prohibit the distribution of leaflets in the enclosure.

This measure has always been present in all editions of the Festival and will continue in future editions.

12.5 - At the end of the event, promote a donation fair

At the end of the event, it is necessary to dismantle the infrastructure that supported the space as well as the 'cleaning' of the area used.

At this stage, it makes sense to allow entry to other entities that can properly dispose of products and materials that would otherwise be regarded as waste, regardless of their final destination (incineration or deposition on the ground).



13 - RECYCLE

13.1 - Characterization of waste

The prior characterization of the waste that is expected to be produced throughout all stages of the event allows identifying the points where it will be generated, facilitating the placement of the necessary infrastructure for its recycling, to the detriment of incineration or deposition on the ground in the appropriate places.

13.2 - Promote waste separation.

Place eco points of adequate size along the different points of the event site, in order to promote the selective separation of waste, namely: glass - paper (cardboard, juice boxes, plates, packaging) - plastics (cups, bags, bottles pet etc) - metals (aluminum, steel cans, etc.) - non-recyclable (straws, dirty packaging, wooden sticks, etc.) /contractors and their final destination. Aspects to be considered:

Location: select places of greater affluence for the placement of this type of containers;

Visibility : ensure that these selective deposition points are adequately signaled through vertical signage;

Signage: seek to minimize deposition errors by identifying them through signage in order to ensure that they are visible in the middle of a crowd (stickers on the container lose visibility when there is a cluster of people around them).



In the dismantling phase, ensure the valuation of end-of-life electrical equipment, such as lighting systems, by sending them to a duly accredited company.

Whenever possible, a sorting of undifferentiated waste should be implemented, in partnership with governmental or private entities responsible for the local management of their reception and forwarding.

13.3 - Encourage the separation of organic waste from the concessionaires in the food areas.

This measure is particularly relevant in the restaurant areas, namely in the kitchens of the concession areas and in the food court. The volume of waste sent for recycling avoids emissions related to its disposal in landfills or incineration, since these can be sent to composting solutions.

13.4 - Raise awareness of space concessionaires for the selective collection of used cooking oil:

The collection and shipment of used oil produced by the space's concessionaires – food court – makes it possible to transform this food waste into glycerin, which can be used in the production of soaps – and biodiesel.

Check the companies that already use the selective collection system in their units.

13.5 - Possibility of establishing an area for smokers and making cigarette butts available for collection, or distributing them at various points in order to avoid the

accumulation of butts on the floor



14 - MOBILITY AND ACCESSIBILITY.

14.1 - CARGO TRANSPORT.

Promote transport with maximum load; By optimizing the transport of cargo, the number of vehicles is reduced and thus the greenhouse gases inherent in cargo transport. In addition to bringing financial benefits associated with fuel consumption, etc.

14.2 - Promote defensive/efficient driving practices.

Defensive driving not only contributes to road safety, but also significantly minimizes fuel consumption and the resulting carbon emissions. Promote eco-driving practices with your suppliers, raising awareness of:

- Driving in high gears where appropriate;
- Maintain a constant, moderate speed (reducing speed from 100 km/h to 80 km/h reduces a car's fuel consumption by at least 15%)
- Moderate the use of air conditioning (its use increases fuel consumption)
- Perform periodic vehicle maintenance (engine tuning usually results in fuel consumption gains)
- Maintain proper tire pressure and align steering

Turn off the vehicle whenever justified (the vehicle running for more than 30 seconds consumes more fuel than restarting it)

Avoid transporting cargo by plane Whenever possible, choose to transport cargo by truck. As the transport with the highest level of carbon emissions, the plane also has higher costs compared to alternatives.



15 - TRANSPORT OF PEOPLE.

15.1 - Promote the use of public transport.

Collective transport should be used in displacements, instead of the individual car, whenever this alternative is justified. Evaluate the possibility of distributing vouchers for use in taxis, seeking to enter into agreements with companies that have a fleet with lower carbon intensity.

15.2 - Whenever possible, suggest a “solidarity ride” between colleagues/employees.

If it is not possible to use public transport, check the possibility of using the “solidarity ride” between colleagues/employees with the same individual transport needs. Consider developing a system of collaboration with other passengers with the same transport needs to the festival grounds.

Whenever possible, resort to conference call technologies (via telephone, Internet, or by videoconference), avoiding carbon emissions from the corresponding trips.

Currently, there are several solutions that facilitate this type of communication, avoiding displacements, as is the case with Skype – a free solution available on the internet.

16 - AUDIENCE

Promote the creation of a public transport offer adjusted to the needs of the event.

Negotiate with operators in the region where the event will take place, a set of measures to encourage the use of public transport in public transport to the Festival, aimed in particular:



Facilitate the articulation of transport using the creation of single tickets or the offer of special fare conditions

Adapt the offer and schedules to the needs of the public to travel to the Millennium Festival

Create a corridor restricted to pedestrians aiming at safety when approaching the event site, with special attention to public transport terminals

Ensures a special parking area for taxis etc.

Carry out wide dissemination of the mobility management actions planned for the event

16.1 - INFORM

Make available on the event's website information about the offer of public transport to the event location, as well as the associated values and respective schedules, and about other possible initiatives that may assist in accessing the event location.

Disseminate information on mobility and accessibility to all participants, in an inclusive manner.

16.2 - Ensuring accessibility to all.

Do accessibility tests before the event.

Establish partnerships with entities (NGOs etc) that work in the segment and that can suggest ways to improve accessibility to the event.



17.3 - COMMUNICATE THE ENVIRONMENTAL CRITERIA CONTEMPLATED IN THE PRODUCTION OF THE CAMPAIGNS.

Disseminate information about the environmental measures implemented in the different stages of production, as well as in the organization of the event.

This information can take the form of avoided/reduced emissions and consumption of avoided materials and resources, raising public awareness of options for reducing existing environmental impacts.

17.4 - Merchandising and gifts

It is increasingly important to ensure that these objects do not deviate from or (even) contradict the sustainability practices implemented by the entities that intend to make use of them, as a way of highlighting the communication that will be carried out.

Evaluate the communication potential and usefulness of the material to be distributed

17.5 - When selecting gifts, evaluate the price/quantity ratio.

More interesting gifts and/or with a lower carbon footprint are usually associated with a higher acquisition cost.

For this reason, it is necessary to evaluate the benefits associated with a lower production of a product that generates greater environmental and social gains, as well as greater utility, in the face of a greater production of another that generates greater environmental and social impacts and with less useful, contrasting with the message of environmental responsibility promoted by the organization.



17.6 - Align merchandising with the event's environmental policies.

Seek to design and develop merchandising products for the Festival in line with the sustainability policies followed throughout the development of the event.

The use of organic cotton, or recycled PET, and other sustainable products for the production of merchandising elements are some examples of concrete actions.

When designing communication campaigns, when selecting suppliers, take into account:

- **local suppliers**
- **Suppliers that have environmental programs or even certifications**
- **Use of low carbon materials.**

18 - INVENTORY AND NEUTRALIZATION OF GHG EMISSIONS.

A greenhouse gas emission inventory will be developed, according to globally recognized standards, indicating the amount of emissions provided by the activities developed at the event.

The identified emissions will be neutralized through the planting of trees or the acquisition of carbon credits (VCS).



19 - CORPORATE GOVERNANCE

19.1 - Foster the reconciliation of professional and family life

Seeking to provide moments of sharing and facilitating the reconciliation of professional demands with the demands of family life creates an environment of tranquility and security, contributing to the performance and motivation of employees:

Actions such as working from home, flexible hours whenever possible and necessary.

19.2 - Encourage personal and professional development

Listening to employees about their aspirations and supporting their personal and professional development, providing conditions for the implementation of actions that meet their expectations is beneficial for their growth and allows for an increase in knowledge and critical mass available to the company.

19.3 - Implement good management practices

Being profitable to create long-term value for shareholders, through the implementation of good management practices, managing honestly and transparently, implementing measures to combat corruption and bribery, are commitments assumed by the organization.

19.4 - GRI Report (Global Reporting Initiative) at the end of the event:

Preparation of the international sustainability report, based on principles and guidelines, to disclose the results obtained within the determined period, in the context of the organization's commitments, strategy and management method (event), on its economic, social and environmental performance and to be published later on the event website for public knowledge.