



Sustainable event planning

How Hanseatic Cities can make sustainable and fair plans.
A handbook.

Contents

- 1 Foreword
- 2 Aim of the handbook
- 3 Fair Hanse – Fair Trade:
Guidelines
- 4 Sustainability:
Fair Trade and regionality – hand in hand?

- 5 Sustainable planning: step by step
- 5 1 Organisation
- 5 2 Communication and work materials
- 5 3 Decoration
- 5 4 Logistics
- 5 5 Participants
- 5 5 1 Service providers
- 5 5 2 Artists
- 5 5 3 Stand operators
- 5 5 4 Caterers
- 5 6 Venue
- 5 7 Follow-up

The organisation of the Fair Trade area at the 38th International Hanseatic Day 2018 in Rostock and the compilation of this handbook were:

Gefördert von



mit ihrer



Mit Mitteln des



Everyone is talking about sustainability and knowledge of how to implement it is widespread. Globally rising temperatures, plastic pollution of the oceans, the finiteness of fossil resources and many other events and insights have motivated people to question their habits and daily routines. Following on from Agenda 21 and the Millennium Development Goals, the United Nations responded to these developments with the 17 Sustainable Development Goals and are striving to ensure a sustainable economic, social and ecological future together over the coming years. Fair Trade continues these objectives.

To meet these goals and put them into practice, more and more Hanseatic Cities are committing to challenges of sustainable living and trading. Well over 30 members of the “Die Hanse” league of cities are currently involved in the international Fair Trade Towns campaign. This creates the chance of directly focusing the commitment to Fair Trade within the community and actively supporting sustainable urban design. The Fair Trade Towns campaign has also encouraged the league of cities to create and add content to a *Faire Hanse* project group.

As a concrete solution for implementing individual objectives and aspirations, this group has initiated this handbook, providing all Hanseatic Cities

with initial practical guidelines for hosting sustainable events. With this in mind, the Hanseatic and University City of Rostock took the step in 2018 and created its own Fair Trade market for the 38th International Hanseatic Day. This will now provide the basis for this handbook. Rostock has been active in Fair Trade for many years, was the “Fair Trade Capital” from 2013 to 2015 and is currently a prominent member of the *Faire Hanse* project group within the league of cities. With the current design and planning of a Fair Trade market, which followed a responsible and resource-efficient concept from planning to logistics to implementation, a new platform for sustainable discourse between the Hanseatic Cities is emerging. This e-handbook for event planning provides an innovative opportunity to extend, spread and complement the concept of sustainability beyond state borders. This is why we are cordially inviting all the Hanseatic Cities of the league of cities and beyond to tread this new path with us, both participating in this diverse and relevant trade alternative for our shared future focus and also continuing it as a community.

Elisabeth Möser, Coordinator of the Fair Trade City of Rostock

What is needed to keep the ecological, economic, cultural and social footprint as small as possible when planning and running a Fair Trade area as part of an International Hanseatic Day and also at regional Hanseatic festivals? How can local structures be used in the best possible way? This handbook provides proposals and answers and can be used as a tool for future organisational processes. Using the practical example of the Rostock Fair Trade market, which was part of the 38th International Hanseatic Day in the University and Hanseatic City, the handbook provides insights into the different organisational steps, identifies challenges and offers solutions and recommendations for action. The editors invite you to update the handbook and substantiate it with further practical examples. An open source file is available on request for this purpose. The focus of the information that follows is the 4th guideline of "Fair Hanse – Fair Trade: Guidelines": the design of a market or stand area for providers of ecological and regional Fair Trade products with practical relevance to the 38th International Hanseatic Day Rostock 2018.



Fair Hanse – Fair Trade Guidelines

The defined goal of the **Faire Hanse im Hansebund der Neuzeit**[1] project group is to heighten the sensitivity of Hanseatic Cities and event visitors about Fair Trade in general and specifically as part of International Hanseatic Day and to promote sustainable organisational processes. The **Hansebund der Neuzeit**[2] sees itself as an association of cities that are striving for fair economic and trade relationships, following the traditions of respectable merchants. The successors of the former overseas merchants of the Hanse stand for quality, reliability, cooperation and fairness, both among each other and internationally in these times of globalisation. That is why the members of the **Faire Hanse** project group have developed guidelines and recommendations. These allow the Hanseatic Cities that follow the recommendations to become active in terms of their global responsibility.

*The guidelines were developed by the **Faire Hanse** project group within the **Hansebund der Neuzeit** and were agreed upon on 23rd June 2018 during the meeting of delegates.

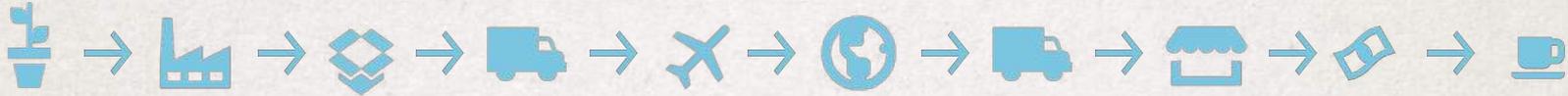
[1] Fair Trade Hanse in the Modern-Day Hanseatic League

[2] Modern-Day Hanseatic League

1. By adopting these guidelines, the Hansebund[1] hereby commits to strengthen its Fair Trade concepts and Fair Trade by supporting the international Fair Trade Towns campaign and highlighting this on International Hanseatic Days.
2. The Hansebund encourages its members to work together with the local civil societies to acquire the title of Fair Trade Town. This has an effect on both the general reputation of the Hanseatic Cities and the Hanse to the outside world and strengthens the image of the Hanse among its citizens.
3. The Hanseatic Cities certified according to the international Fair Trade Towns campaign will be appropriately marked at <https://www.hanse.org/>.
4. The host cities of the International Hanseatic Days ensure that Fair Trade products are used for catering, as far as possible and where available. At least one stand area for providers of ecological and regional Fair Trade products should become a more integral part of every Hanseatic Day.
5. The Hanseatic Cities shall elect a delegate from among their ranks to become a Fair Trade representative who becomes a member of the Commission in an advisory capacity and who is responsible for the implementation and supplementation of these guidelines.
6. The organisation of official fora, workshops, seminars and conferences on the subject of Fair Trade should be strived for through the International Hanseatic Day.
7. The theme of Fair Trade should be part of the Youth Hansa projects on an International Hanseatic Day if possible.

[1] Hanseatic League

Fair Trade und regionality – hand in hand?



In the 1970s, the idea of Fair Trade arose simultaneously in a number of locations around the world and was intended to be a protest against international development policy. Then as now, Fair Trade related to trade of the global North with the global South and includes products and goods that are not available in the global North due to its climate. This includes coffee, cocoa, many tropical fruits, some teas and cotton. Cotton

is also part of the textile chain, whose production steps are also largely carried out in the global South. So that Fair Trade and regionality can go hand in hand, regional goods have higher priority than Fair Trade products according to the maxim of sustainability. There is not currently a Fair Trade seal for regional production steps, e.g. for the finishing and packaging of textiles.



Market proof

Fair Trade marks make it easier to prove that a product has been fairly traded. This is important because otherwise consumers would have to rely on the self-disclosure of producers and traders. For the Rostock Fair Trade market, traders had to have at least two marked products in their range, clearly displayed as Fair Trade products and generally had to follow a sustainable company policy in order to take part. Marks which proved Fair Trade were approved, and the organisational team stipulated specific marks for food, clothing, ingredients and companies (see Point 5.5.3).

The marks were to be explained on the Hanseatic Day in the Fair Trade market area and had to be clearly visible for this purpose.

The subject of marks is challenging because many regional and/or small traders are often not certified as this can be expensive or they sell Fair Trade products such as chocolate, but this has lost its Fair Trade certification due to processing in the country of origin.



Pros

The *Die Hanse* league of cities has its roots in trade – the reference to Fair Trade and its support presents itself.

Fair Trade improves the working and living conditions of people and producers, contributing significantly to a sustainable environment.

Marks offer security and transparency and create a sustainable basis for choosing traders and products.

Fair Trade as a Criterion



Cons

In certain circumstances, the focus on Fair Trade products excludes regional and / or small traders, and their participation is also a significant component of global sustainability.

Despite exemplary working practices, certification is not affordable for all traders.

Summary

Fair Trade is a particularly important point of reference, but not the most important criterion for **sustainability** and should always be in keeping with **regionality**.



In event planning, there are a number of areas that can be sustainable. What materials are used? How is waste disposal organised? Who is involved? How are sustainable operations guaranteed?

Below, you will find checklists and practical examples from Rostock's Fair Trade market, which will allow you to check the sustainability of specific fields of event planning.

FAIR TRADE MARKT

22.06.-24.06.
ST. PETRI KIRCHE, ALTER MARKT, ROSTOCK

ENTDECKE:
MARKT
CAFÉ
KUNST

Während des 38. Internationalen Hansetages ist das Thema Fair Trade ein wichtiger Bestandteil und wird mit dem Fair Trade Markt an der St. Petri Kirche erlebbar gemacht.

WERDE TEIL VOM FAIR TRADE MARKT!

ANMELDUNG ÜBER: fairtrade@fairtrade.de
www.RostockRostock.com/veranstaltungen/fairtrade-markt/

The organisational backbone is at the heart of every event. This puts the wheels in motion to ensure that the final product runs as smoothly as possible for everyone involved. Sustainable organisational structures are also the basis for sustainability in all other areas of the event.

My notes:

Checklist ✓

- Organise project management in tandem. This works as a corrective measure and areas of responsibility can be better distributed.
- Keep hierarchies as flat as possible. In some areas, it makes sense to work with blanket involvement of a team to find innovative solutions.
- Leave room for criticism. This can be used as an impulse for creative change.
- Leave realistic to generous time frames and plan enough meetings. Sustainable planning also means: more discussion for the best solutions!
- Provide co-working space. Ideas can be shared more quickly in a shared workspace.
- Network actively with local participants. The use and integration of the “Eine Welt[1]” state network, organic shops and associations working in the field of sustainability and global learning can enhance the exchange of ideas and experience.

Practical experience



Thanks to EU funding from Engagement Global (Bonn), it was possible to involve fint² – Gemeinsam Wandel gestalten in the organisation and implementation of activities in the Fair Trade area. The organiser was made aware of the cooperation partner through nearby events, such as the Climate Action Day. In addition to its close ties to the content of the event, the organisation also had extensive experience in event planning.

²fint - Shaping change together



Practical experience



Hanseatic Cities as members of the Hansebund der Neuzeit are a cooperation, creating their own economic and cultural developments in the future and achieving sustainable change processes in their cities. They rely on the experience and support of other Hanseatic Cities to do this. This was used to realise the event and choose the cooperation partner.

Communication and work materials

The attention to and participation in an event rely on its external communication. Finding potential attendees depends on how, when and where the communication takes place! Modern texts and their creative preparation matter here, along with the media that distribute the message – especially when a clientele that is interested in sustainability should be attracted.

My notes:

Checklist ✓

- Use media sharing. Working with digital media is not just about quickly and easily reaching lots of people and targeted communities, via social media, for example. It also means that paper is saved – when advertising an event and during the work process itself, for example with clouds, mailings, etc.*
- Use gender-sensitive and inclusive language. To appeal to as many people as possible, it is worth designing texts in such a way that as many people as possible feel addressed and understand them.*
- Develop an appealing design for everyone. During the graphic design, make sure different groups of people feel addressed – from young creatives to families and many more.*
- Targeted advertising requires a targeted address. If people with sustainability claims are to be reached, you must advertise in their communities and channels. Blanket advertising should be avoided, and you should approach local traders and multipliers directly.*
- Support sustainable printing. Firstly, the printing contract should be awarded to a local company. Secondly, you should use the most environmentally friendly printing paper possible.*

Decoration

Clothes make people. This also applies to the flair and authenticity of an event. By designing the appearance using environmentally friendly materials and a regional focus, decoration can also be used as an emblem of sustainability – encouraging imitation in people's homes.

My notes:

Checklist ✓

Support sustainable works of art. Some artists use materials that are environmentally friendly or produce art that is reusable.

Decorate the event area using an upcycling style. Tents, tables, seating, cushions and other decorative elements can be made from sustainable, recyclable materials and can be produced almost plastic-free. This does not have to be more expensive and also visually highlights the Fair Trade theme.

Commission regional partners for the furnishings.

Integrate upcycling in hands-on activities and DIY workshops for visitors.

Practical experience



↑
Signage



← ↑
Bunting



←
Cushions, made of old coffee sacks



←
Fairy lights

←
Lampshades, made of PET bottles

It's true that logistics work in the background, but they also play an important part in the sustainability of an event when it is planned sensitively. Long-term planning is just as relevant here as the implementation of small creative solutions.

My notes:



Checklist ✓

- Use and dispose of resources creatively and in an environmentally friendly way. For example, ensure waste is separated, organise shared transportation, etc.*
- Award orders to local providers for sustainable logistics and hire technology and equipment.*
- Identify opportunities for cooperation near the venue to ensure short distances.*



Sustainable waste disposal was not possible centrally because the overall event was responsible for this area of organisation. Nevertheless, individual initiatives by the participants (traders) could be implemented in the Fair Trade market – partial solutions should always be an alternative!



Whether in the background or visible at the event itself – the participants, the people, their ideas, their exchange and their actions don't just shape the event, they are the event itself. They should represent the principle of sustainability in everything they do!

My notes:

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Service provides

→ Make realistic time plans. Early research and inquiries pay off to identify regional providers.

→ Check the sustainable approach of service providers. Use the company code, self-disclosure, contracts, discussions, etc.

My notes:

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→ Obtain comparison quotes and ask about tenders for sustainable, environmentally friendly solutions for the following service providers:

- Electricity
- Water / wastewater
- Toilets
- Cleaning
- Barriers / removal of bollards
- Traffic management and guidance, taking into account traffic regulations
- Tent construction
- Rental furniture
- Security service / security concept
- Medical services
- Barrier materials for fences / security
- Waste disposal

Practical experience



The challenge was, that the Fair Trade area only represented a small part of the Hanseatic Day. Service contracts were awarded centrally for all areas of the entire event. Smaller tenders for sustainability in the Fair Trade area would have been much more expensive. Lesson learned: large orders are accompanied with special conditions; small orders have to be planned well!

- The selection criteria for artists should be kept as small as possible. The only focus when choosing the artists should be their critical and responsible engagement with the Fair Trade or sustainability theme. The different facets of art can be used: informative, critical, satirical, humorous or performative.
- Set minimum criteria. The artist should be given space left for their work. However, guidance can be given on how to engage with the theme.
- Leave expression and art form open. The more diverse forms, such as sculpture, photography, painting, performance, literature, music, etc. to be introduced, the more comprehensively the theme can be examined.
- Support regional artists and pay artists appropriately.



- Make sure time management is forward-thinking. This affects the research of the artists, any necessary calls for tenders, targeted address of performers and finally the procurement of materials.
- Ensure short journeys for the transportation of materials, artwork and the arrival of artists.
- Provide advice on the selection of materials. The artwork should be made from recycled and sustainable materials if possible, such as old wood, renewable raw materials and environmentally friendly paints. The reusability or reuse of the art can also be supported. Likewise, the weather resistance of the pieces should be taken into account at outdoor events.

Faces of Rostock's Fair Trade market



Fair Trade fruit furniture by Björn Krause and Bianka Assmann

The artists Bianka Assmann and Björn Krause display mobile and combinable outdoor furniture and objects made from recycled material from construction and agricultural markets. The items represent popular Fair Trade fruits and products and also offer the opportunity to grow your own bit of greenery with the integrated raised beds or trellises.





“Colonial Goods as Ideology”
exhibition by Thomas Kalweit

The informative picture exhibition highlighted the ideological components of colonial goods and provided an opportunity to engage critically with the Fair Trade theme. It opened people’s minds to the connections of historical, exotic promotional messages with today’s messages and promises of Fair Trade product consumption.



Outis Nemo One Man Band

In his self-designated genre of “lonely single monster trash metal blues”, the One Man Band engaged humorously with the Fair Trade theme.



Author Barbara Krippendorf

The versatile artist used a musical reading to engage with the living conditions of producers from Senegal, by way of example, with respect and appreciation of African countries.

Poetry slammer Daniel Altmann

Slammer Altmann dealt with the theme with a literary performance and lent the debate a political tone.



In addition to the fixed actors, temporary activities such as workshops, discussion groups, film screenings and much more can be integrated into the itinerary. A weatherproof place should be prepared in advance for this!

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Stand operators

- Design a clear concept. Careful consideration should be given in advance to the retailers and information stands engaged for the Fair Trade area. This concerns, for example, an attitude to discussion about the topic of Fair Trade seals and a potential stipulation of specific marks, the support of local providers or considerations to goods with long delivery routes, feedback on current political changes to the theme and much more. Thorough research into traders is crucial for the event!
- Basically, you should choose traders and sellers who sell Fair Trade goods, both locally and globally.

The marks of Rostock's Fair Trade market:



Practical experience



Some of the traders at the Fair Trade market had products which came from the global South, which were however proven to have been processed in the global North. This decision was intended to support small traders, who could not afford a Fair Trade mark, for example, but whose production processes are very sustainable.





Faces of Rostock's Fair Trade market

Fairtransport

<http://fairtransport.eu>

An environmentally friendly shipping revolution. As a company, we do everything we can to protect our earth and future generations. We take responsibility for people and the environment, produce sustainably as far as possible and offset any CO2 emissions. At Fairtransport, we strive to increase the sustainability of freight transport every day. There's been an environmentally friendly alternative for centuries: sailing. With the wind as fuel, our clean sailing ships move products from A to B. Our focus is on transporting products that were produced organically or traditionally. For example, olive oil, chocolate, coffee, wine and rum.



naturzwerg children's fashion

www.naturzwerg-kindermode.de

Naturzwerg sells organic and sustainable baby and children's fashion online at a reasonable price. Sustainable consumption is becoming increasingly important in our society, which is why we should also aim to make children's fashion sustainable. All products are certified with the GOTS mark and higher (e.g. with IVN-BEST). The GOTS mark (Global Organic Textile Standard) is the world-leading standard for inspecting and ensuring organically produced natural fibres, including the inspection of the whole textile production chain in terms of environmental standards and social criteria.

With this high minimum requirement for all items, I want to make a clear declaration about the sustainable, biological and fair concepts of the items I sell.



Faces of Rostock's Fair Trade market

Zweiraumzone

<https://www.zweiraumzone.de>

We offer Fair Trade products from Colombia and Uruguay, beautiful handmade articles by creative girls from Rostock and selected Rostock products from a number of small labels. In our shop, we try to stock as many products that have been ecologically, sustainably and fairly produced as possible. Everything is carefully selected!



WHITE & SANDY

<https://supr.com/white-sandy/>

We are a fashion label from Rostock. Our ideas and motives often come from unique moments in life: by the sea, an evening with friends, sailing or travelling through beautiful landscapes. We use screen printing, which is of high quality and lasts a lifetime. We print everything by hand. The dyes we use are certified in accordance with the ÖKOTEX Standard 100 and, like all other article components, they are completely free of animal products. Our labels too. We look for textiles with great care and purchase them from our trusted trade partners. We have relied on textiles that are monitored during their manufacture, fairly traded and certified in accordance with ÖKOTEX Standard 100 since 2016.



Faces of Rostock's Fair Trade market

Gesellschaft für solidarische Entwicklungszusammenarbeit Mecklenburg-Vorpommern (GSE) e.V.

www.gse-mv.de

Recognising global connections. Developing a global awareness. Finding ways to overcome injustice. Deliberating on the future viability of lifestyles and consumer behaviour. We don't just provide information in an effort to give food for thought. With help from activating and action-oriented methods and games, we speak to the mind and feelings, incorporating all the senses. With a number of projects in schools and institutions in the Federal state and with different target groups, we have shown how educational work can change and how global issues can be designed successfully and integrated into lessons.

Weltladen im Ökohaus e.V.

www.oekohaus-rostock.de/home/

Weltladen Rostock – a place to join in. World shops are more than just places to shop. The Weltladen Rostock has existed since December 1990. At the moment, there is a team of approx. 12 committed people – from students to pensioners to the employed. The latest project of the world shop is Rostock's Fair Trade city coffee and Rostock's Fair Trade city chocolate. We are looking for supporters and fellow campaigners for help with this.

Upcycling Atelier Rostock

upcycling.atelier@gmx.de

The Upcycling Atelier is a project that aims to inspire people from different countries of origin to follow a sustainable, social and ecological lifestyle. True to the motto, "From old to new", beautiful and creative products are created from old materials.

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Caterers



→ Choose providers with appealing Fair Trade products. From coffee to cakes to bigger meals: the menu should be Fair Trade and focus on quality over quantity.

→ Support local providers.



Faces of Rostock's Fair Trade market



Törtchenlokal Waldenberger
<https://www.waldenberger.org>

"Timm Berger promises sweet moments in the recently opened cake shop at Waldemarstrasse 52. The concept of the café is likely to deviate greatly from the classic café. Anyone looking for that certain something will feel at home here, because the young entrepreneur has spent a lot of time traveling in the past and has incorporated all the ideas he gathered into this venture." [NNN, 03.05.2017]



92 Grad. Kaffee und Rösterei
<https://www.kaffee-dajoirma.de/>

Fair Trade coffee is roasted and sold here in small but excellent amounts. We roast coffee once or twice a week in an old 6 kg drum roaster.

The location of an event paints the picture that visitors return home with. It shapes the flair, both directly and indirectly, so it needs to be aesthetically appealing, while being consistent with the theme of sustainability yet providing the infrastructure needed for smooth operations.

My notes:

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Checklist ✓

- Determine space requirements and site planning as precisely as possible in advance. Venues should definitely be visited.
- Ensure good accessibility. The venue should be accessible by public transport and on foot.
- Reserve space in good time at the relevant departments.
- Connect the Fair Trade area to another event area. The proximity to other attractions such as a stage, Ferris wheel or regional market will also increase visitor frequency.
- Clarify basic provisions and logistics. Consult with service providers whether the infrastructure for electricity, water, sewage and logistical work can be guaranteed.
- Include all local conditions in the process planning. This includes escape routes, ownership, and official requirements.
- Ensure accessibility. Involve and provide information to everyone involved.
- Set up a car-free zone. Fair Trade area with a sustainability claim should be as free from cars as possible, with the exception of defined delivery times.



Practical experience

The land around the *Petrikirche* was chosen for Rostock's Fair Trade market. This is an attractive focal point of the city and already well-known for some smaller events in Rostock. The historical component as founding place of Rostock increases the charm. In addition, the site is easily accessible from Neuer Markt, where the central Hanse market with the city presentation is located. The proximity to the regional market at Alter Markt was able to create synergy effects. Cars could only park in the Fair Trade area in exceptional cases, which limited noise and pollutant emissions and increased safety for visitors.

After the event is before the event! Every event planning process gives rise to ideas, possible improvements, lessons learned. If a clear transfer of knowledge occurs within the team and to third-party participants, then you won't have to reinvent the wheel next time.

My notes:

Checklist ✓

- Summarise and evaluate. Team meetings, even after the event, can be very useful.
- What was good and what wasn't? Critiquing your own work, while reflecting on the successful points, is part of the follow-up.
- Obtain external feedback. Questionnaires or similar for visitors which are available at the event and surveys of all other participants after the event complete the overall picture.
- Record the evaluation. E-books, handbooks, minutes, etc. should be accessible even after the follow-up is finished.

Fair Trade!
Just act!

Imprint

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