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## Guidelines for the organization of events in the 2020 Sustainable Development Festival

### The preparation for the 2020 Festival

After the success of the previous editions, ASviS renews the annual appointment with the Sustainable Development Festival the great initiative to sensitize and mobilize Italian society on the issues of economic, social, environmental and institutional sustainability and to contribute to the implementation of the 2030 Agenda of the UN, signed in 2015 by 193 countries, including Italy.

Initially scheduled between May and June, the fourth edition of the Festival will take place from the **22<sup>nd</sup> of September to the 8<sup>th</sup> of October 2020** all over Italy and online.

The decision to reposition the 2020 Sustainable Development Festival was taken, in line with government directives, to make the most of such an articulated and widespread initiative, whose purpose lies in mobilization, meetings and discussions between people, to raise awareness of increasingly large sections of the population on the themes of the 2030 Agenda for sustainable development and stimulate the country's leadership to respect the commitments made with the UN.

The Festival represents a unique opportunity to evaluate not only the different dimensions of sustainable development in light of the pandemic and the economic and social crisis it is generating, but also the opportunities to react to the crisis and transform the socio-economic system thanks to national and European policies designed precisely with the 2030 Agenda in mind.

In order to ensure a better organization and quality of the events, the definition of the 2020 Festival program will be handled by a Committee dedicated to the evaluation of the events. This note illustrates the guidelines for those wishing to propose one or more events within the Festival.

### How to apply to organize events in the 2020 Festival

All individuals, organizations or private citizens interested in organizing an event in the Festival can submit one or more initiatives by filling out the appropriate form (<http://festivalsvilupposostenibile.it/2020/proponi-evento/>), in compliance with the criteria established in this document.

Filling out the registration form does not imply the direct insertion of the event in the Festival calendar: the initiative will be examined by the Committee for the evaluation of the events in accordance with the criteria and according to the timing indicated below. We inform you that all data entered in the online form will be standardized according to the editorial standards of the site.

The costs for the realization and the organization of the events are borne by the organizers.

Each event must respect the following criteria established by the Committee for the evaluation of the events in the Festival:

- have a clear and explicit connection with the themes of the 2030 Agenda and be related to one or more of the 17 Sustainable Development Goals;



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- take place during the Festival period (22 September-8 October), or in the week before the start date and in the week following the end date of the Festival, which can host further events, forming the so-called "Surroundings of the Festival" (15 -21 September; 9-15 October);
- be registered at least 10 days before the date of the event itself and in any case no later than the 18<sup>th</sup> of September;
- not have commercial purposes;
- follow the communication guidelines and the graphics of the Festival.

The Committee for the evaluation of events in the Festival will communicate its evaluation of the proposal to the proposers within 10 working days from the date of submission of the application by sending an e-mail to the contact person for the organization of the event. If the outcome of the evaluation is positive, the organizers will be provided with the communication guidelines and the graphics of the Festival as soon as they are available, which must be applied in the dissemination materials of the event (e.g. posters, programs, website pages, social pages, etc.).

It should be remembered that one of the main opportunities of the Festival consists in the wide circulation of the bill in the months preceding it. The Alliance, will enhance the initiatives that will be part of the program through communication and dissemination operations on the Festival website, on social media and the Newsletter, which will be dedicated to the themes and initiatives of the Festival for the entire 17 days. (The 2020 Festival will have Ansa and Rai as Media Partners), offering event organizers the possibility of reaching a very wide audience thanks to the notoriety already acquired with previous editions.

The organizers will be able to make changes or provide additional information on their event at any time by accessing the portal again with the credentials with which the event was registered. The updated information will be made public following the review of the contents by the site administrators.

### Terms of use

By submitting the form, the organizer:

- undertakes to follow the communication guidelines and the graphics of the Festival;
- declares that the event has no commercial purposes;
- undertakes to clearly state in its channels that the event is part of the Festival;
- authorizes the processing of personal data pursuant to the GDPR 2016/679;
- assumes full responsibility with reference to the accuracy and truthfulness of the information entered, relieving the ASviS from any liability related to the advertising of any information sent incorrectly and promptly communicating any changes;
- assumes full responsibility concerning the use of the images of the event, which must be free in the public domain; authorizes the storage of the photos in the computer archives of the Alliance and acknowledges that the purposes of using the images are of an informative and promotional nature, relieving the ASviS from any liability related to the advertising of improper or unauthorized images for the event.



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## Type of events

In carrying out the events of the 2020 Festival it is recommended to observe the instructions provided by the Government to deal with the emergency linked to the spread of Coronavirus.

According to these lines, for events that contemplate the presence of a spectator public, we recommend these **methods**:

- **physically present audience** in compliance with social distancing and individual protection measures. However, the organization of live streaming is encouraged;
- **presence of only the speakers in a physical place** (for example a television studio), with the public connected in live streaming;
- **online event**, where speakers can intervene remotely.

The creation of virtual events offers new opportunities for organizers, including:

- the possibility of reaching a greater number of people;
- the elimination of many costs (e.g. choice of location and catering, production of paper material, organizational staff and travel of speakers, etc.)

At the same time, virtual events require:

- careful management of the technical aspects (for example, greater attention to the graphics of the live shows, the need to carry out the technical tests in advance, the possibility for the speakers to interact with a technical director);
- format and content adequate to the online mode (reduced event duration times, short interventions and more dynamic rhythms, new ways of interacting with the public).

In general, for events in presence or online, in addition to the classic formats (conferences, round tables, workshops, etc.) we remind you that it is possible to identify innovative methods, always in compliance with government security measures to combat the spread of Coronavirus, like:

- sporting events to support a cause linked to sustainability;
- artistic events (concerts, shows, exhibitions, readings, screenings, etc.);
- experimental laboratories that provide for the active participation of citizens;
- educational / training activities for young people (simulation games, co-design, use of play activities to stimulate sustainable behavior, etc.) which also involve the use of original communication tools;
- cultural activities;
- activities for the redevelopment of a downtrodden area.

## Promote gender equality

To ensure that the Festival can contribute to a cultural change on the issue of gender equality (an extremely relevant point of the 2030 Agenda), it is suggested that, when organizing an event:

- gender equality is ensured within the organizing / scientific committee (where established);
- a deliberate gender balance strategy is adopted:
  - organizing sessions or round tables that take this element into account in the choice of speakers, avoiding the solution of involving women only in the role of moderators and / or session chairs and considering, for this purpose, to involve speakers at different levels (e.g. evaluating the possibility of inviting a woman to represent a specific company or organization, even if she does not hold a top position);



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- promoting an inclusive environment that does not hinder female participation;
- collecting and disseminating data on how the event respects the objectives of inclusion and gender equality.

### Organizing sustainable events

Organizing an event within the 2020 Sustainable Development Festival will be an opportunity not only to deal with the themes of the 2030 Agenda, but also to promote sustainability in practice. In this logic, the methods for carrying out the event itself are a way to communicate the commitment to sustainability and create value for the participants. Therefore, we propose some guidelines for planning events that take into account sustainability in all phases of the organization.

A first concern is the choice of the venue, which should ensure:

- the right space to maintain social distancing in line with the directives for combating Coronavirus;
- accessibility for the disabled with respect to movement in space (presence of lifts, adequate toilets, removal of obstacles such as the elimination of steps by means of any removable ramps, identification of an accessibility contact person available for overcoming barriers, etc.);
- the possibility of reaching the location on foot, by public transport or other sustainable means;
- the energy efficiency of the building and internal management of waste, water and other resources.

The same considerations can be made for the choice of hospitality for the speakers.

Catering, where provided, is another aspect that affects the impact of the event. Therefore:

- it is advisable not to provide for a buffet mode to prevent any infections from Coronavirus;
- choose local products, seasonal and from organic farming, but also take into consideration vegetarian and gluten-free menus;
- it is useful to develop partnerships with associations for the recovery of any products not consumed;
- biodegradable plates, glasses, cutlery and napkins can be used.

The sustainability of an event also passes through waste management, avoiding packaging and disposable items, for example. It is also advisable to provide for a differentiated collection system with special containers.

The communication of the event can be done in such a way as to reduce the use of paper as much as possible and make it more accessible. It is therefore suggested to:

- make all materials available online, where possible by sending them to participants via e-mail, and provide for registration via the web;
- provide services such as sign language interpreting or other facilities;
- design the information materials and the contents of the event to make them usable in multiple formats to meet the different needs (paper and digital, streaming or audio / video recording of the event, written report of the contents) and favoring high readability and comprehension of the texts through suitable font sizes and image support.



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It is also possible to neutralize the CO<sub>2</sub> emissions produced by the event, providing for the offsetting of emissions; for example, for the previous editions of the Festival, ASviS activated a collaboration with Tredom<sup>1</sup> to quantify and reabsorb the CO<sub>2</sub> produced by the three events organized by the Secretariat.

### Sharing materials at the end of the event

We would be delighted to receive the follow-up material of your event to tell the results of the Festival events through the newsletter, the Festival website and the ASviS channels. It will be possible to send final press releases, images and other materials to the address: [festival.esteri@asvis.net](mailto:festival.esteri@asvis.net)

### Contatti

For any information relating to events and the registration of your event, please contact the email address [festival.esteri@asvis.net](mailto:festival.esteri@asvis.net)

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<sup>1</sup> [www.tredom.net/it/](http://www.tredom.net/it/)