

Environmental Guidelines

BE AWARE

Architecture With an Approach of Regeneration and Empowerment



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MUZEJ ZA ARHITEKTURO
IN OBLIKOVANJE
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AWARE

AWARE is a cultural project led by three bodies operating in the field of architecture: the Foundation of the Order of Architects, Planners, Landscapers and Conservators of the Province of Milan – Italy, the Estonian Association of Architects in Tallinn – Estonia, and the Museum of Architecture and Design of Ljubljana – Slovenia.

The project aims to contribute to the search for identity and knowledge of the places we inhabit, while addressing the general lack of awareness of the city's architectural and cultural heritage and highlighting the potential role of architects in society, involving in a participatory process young architects, cultural operators and residents. A multidisciplinary approach will be used combining various fields – architecture, culture, and sociology – as well as different forms of expression – including architectural, creative, and popular languages – to explore and create new narratives for spaces and architectures in neighborhoods in Milan, Tallinn and Ljubljana, through a new dialogue that fosters culture. The proposal aims at introducing innovation in the social and architectural fields through the international exposure of young architects, creating a pilot experience where the new generation of architects takes centre stage in re-exploring the relationship between places and architecture.

Throughout the duration of the project, partners commit to addressing the reduction of the environmental impact of their activities, working to ensure that project activities are inspired by principles of sustainability and waste reduction with the aim of:

- produce environmental benefits;
- reduce costs and operate economic savings;
- introduce good practices replicable in other projects and organizational practices.

This document will serve as a guideline for events and activities organized within the project to ensure an environmental aware approach to all the actions of the project.

Considering the challenges implied by the European dimension of the project, these guidelines will try to offer a platform for all the partners, who will nonetheless have to adapt them to their own contexts.

Organizing a sustainable project is a concrete way to be responsible and to contribute to reducing human impact on the environment, while also responding to the need to rationalize consumption and reduce costs wherever possible.

REFERENCES

The main reference standards are:

- UNI ISO 20121 certification. ISO 20121 is the international standard that specifies the requirements for a sustainable event management system. It is applicable to all types of entities involved in the design and implementation of an event;
- GRI – EOSS. The GRI (Global Reporting Initiative) defines the principles of sustainability reporting and the international requirements for preparing sustainability

reports of organizations and entities. The GRI guidelines supplement for event organizers (Event Organizers Sector Supplement) is an international reference tool for reporting the sustainability performance of an event;

- minimum Environmental Criteria (Criteri Ambientali Minimi – CAM) for the service of organizing and implementing events, approved in Italy by Ministerial Decree of 19 October 2022 n. 459, as an operational reference for cultural events.

Another useful reference at European level is:

- [guidelines on organising sustainable meeting and events at the Commission](#), approved in February 2024 by the EMAS Steering Committee. The document reflects the Commission's commitment to reducing the environmental impact of its activities and represents a practical toolkit to organized more eco-friendly activities in seven steps (Venue; Transport and accommodation, The 5Rs: rethink, refuse, reduce, recycle; Catering, Promotional and printed material; Social aspects, Raising awareness).

The activities envisaged within the AWARE Project that may be subject to environmental impact analysis and to its reduction through appropriate measures include:

- the organization of small-scale and public events (seminars, workshops, public presentations, itineraries, cultural experiences, etc.);
- desk and field research (in the project's target districts – in Milan, Ljubljana and Tallinn);
- the production of digital and printed materials (guidelines, toolkits, publications, maps);
- the cultural outputs resulting from the project (for example, artistic installations, performances, exhibitions, etc.). These outputs will be defined during the course of the project and will be the result of a participatory process involving partners, cultural operators, young architects, and local stakeholders.

These guidelines will be inspired by the Minimum Environmental Criteria (Criteri Ambientali Minimi – CAM), the above-mentioned standard valid in Italy, applicable to the cultural sector, particularly in relation to:

- the places involved in the creation and implementation of the cultural output;
- energy consumption;
- sustainable mobility for reaching the sites and locations involved;
- any catering services;
- set-ups, furnishings and equipment;
- waste management;
- printing materials and possible installations or furnishings;
- hygiene and cleaning;

- accommodation and support facilities for project participants.

As anticipated, in Italy CAM are the minimum requirements for ensuring sustainable consumption within Public Administration, which can also be applied by private entities. This document develops the CAM and integrates them with further considerations in order to propose guidelines that are easily applicable. Although CAM are criteria that refer to the Italian context, together with the partners it was decided to apply them also to the other countries involved, as they are considered valid also for the Slovenian and Estonian territories.

AN OPERATIONAL APPROACH: THE 5RS

Organisational and operational choices will be inspired by 5R: **rethink, refuse, reduce, reuse, recycle.**

- **Rethink:** Consider the format of the event, what to purchase, how much and what kind of products.
- **Refuse:** Avoid buying something that is not essential or even accepting it for free. This includes items with excessive packaging, single-use items or products that are not energy efficient.
- **Reduce:** Minimise printed material and instead use QR codes to send people to web pages where they can consult publications. Limit the use of promotional material, reduce packaging and the number of single-use items. Avoid ordering more food and drink than is actually needed.
- **Reuse:** Avoid waste by using items multiple times for the same or different purposes. By reusing materials that would end up in landfills, you extend their lifespan. Consider reusing materials from previous events.
- **Recycle:** A good system to sort, collect and recycle waste should be in place. In addition, choose promotional materials made from recycled materials.

GENERAL GOOD PRACTICES

To ensure the project is environmentally sustainable in both its execution and resource use, environmental guidelines will be followed throughout both the production phase and the cultural experience, ensuring minimal environmental impact. In applying sustainability guidelines, it is good practice to activate certain measures also in the preparatory phases preceding the implementation of project activities. For example:

- prefer holding operational meetings online, in order to minimise costs and environmental impacts as much as possible;
- carry out specific communication activities aimed, on the one hand, at disseminating sustainability principles, management choices and good practices adopted by the entities, and, on the other hand, at informing participants about the actions they can take to contribute to reducing

the environmental impacts associated with the activities themselves. Communication actions will also be carried out internally to raise awareness among partners, cultural operators, young architects and local stakeholders involved in the implementation of the project;

- limit the production of physical materials and design communication and content in an accessible digital format;
- avoid generic or undocumented environmental statements: each sustainability claim must be specific, verifiable and proportionate;
- at the end of the activities, collect concise evidence of the application of the criteria: completed checklist, photos, links to digital materials, supplier declarations and notes on any critical issues.

APPLICATION AREAS

1. Events and activities' location

The location where the activities take place will be selected taking into account the following characteristics:

- accessible by public transport, bicycle or safe pedestrian routes;
- availability of a separate waste collection system;
- use of natural lighting as much as possible (in the case of daytime events);
- availability of public drinking water points, also accessible to people with disabilities;
- preference for already equipped venues in order to reduce the transport of services / technical equipment / materials required for the event;
- physical and informational accessibility for audiences with different needs.

2. Energy consumption

During the implementation of the project activities, measures will be adopted to reduce energy consumption, prioritising simple and verifiable solutions:

- use of high-efficiency lighting sources, preferably LED;
- switching off lights, monitors, projectors and equipment that are not necessary;
- regulation of indoor temperatures according to principles of moderation and comfort;
- use of efficient equipment appropriately sized to the activity;
- preference for outdoor or naturally ventilated spaces whenever compatible with the programme and with participants' comfort.

3. Sustainable mobility to reach the activities locations and move within them

In order to reduce CO₂ emissions and other environmental pollutants, specific measures and actions will be implemented to promote sustainable mobility for reaching the locations selected for public events. In general, information will be made available (through both online and offline communication) on

how to reach the venue where the activities take place by public and collective transport, by bicycle or on foot. Many of the movements within the cities where the project takes place are planned to be carried out by public transport, and some of the journeys required between partner countries are recommended to be made by train. Where distances make travel by train too burdensome in terms of cost and/or time, air travel will be used.

4. Catering services

For temporary refreshment services specifically set up for the activities and for catering services, the following characteristics will be taken into account:

- during the activities, tap water will be provided free of charge;
- for all types of activities, the offer will ensure that at least the main ingredient of the proposed preparations is organic or certified from integrated farming. In addition, vegetarian dishes will be included, using seasonal fruit and vegetable products and not processed convenience foods. Where possible, local and/or short supply chain (Km 0) products from small producers should always be favoured. In general, non-local and exotic products should be avoided; where this is not possible, organic and/or fair-trade products should be proposed;
- single-portion and single-use packaging will not be used;
- where alcoholic beverages are provided, at least one organic or biodynamic wine will be offered; alternatively, a selection of local wines with IGT, DOC or DOCG designation will be ensured;
- at least 30% of fruit juices, nectars and other fruit-based beverages will be organic;
- at least one option of beverages without added sugars and free from synthetic sweeteners will be available.

As regards food surplus, unserved food or food close to its expiry date will be primarily donated to non-profit organisations; only as a last resort, where no alternatives are available, it will be directed to recovery in composting systems.

All beverages will be served on tap in washable and reusable cups or in returnable bottles or, secondarily, in biodegradable and compostable cups. The same shall apply to meals, which will be served and consumed using reusable plates and cutlery or, secondarily, biodegradable and compostable ones. Visibility will be given to the measures, choices and efforts implemented in the provision of food and beverages from a sustainability perspective.

5. Set-ups, furnishings and equipment

For temporary set-ups, furnishings, exhibition supports and technical equipment, reusable solutions will be prioritised. The objective is to reduce new purchases and ensure proper dismantling, maintenance and end-of-life management.

- design modular, disassemblable and reusable structures;
- avoid composite materials that are difficult to separate, PVC and unnecessary materials;
- request, where relevant, technical data sheets of materials and the absence of substances subject to REACH authorisation;
- for wood products, prefer reused, recycled or FSC/PEFC-certified material or equivalent;
- retain evidence of reuse or recovery of materials at the end of the activity.

6. Waste management

Waste generated will be managed in accordance with the regulations applicable in the territory where the activities takes place, ensuring effective and understandable separate waste collection.

- place bins in visible and strategic locations;
- use simple signage, preferably bilingual or icon-based;
- inform staff, suppliers and participants about the waste fractions collected;
- reduce waste at source through reuse, rental, tap water, digital materials and minimal packaging;
- for installation/dismantling activities, require suppliers to indicate the destination for waste recovery.

7. Printing materials and project outputs

All communication, information and promotional materials for the activities will be provided in accessible digital format, usable and available to everyone, consultable and downloadable via the web and social media. Where materials require continuous consultation, technological systems (e.g. QR codes) will be adopted to allow users to view them on their own devices, or reusable materials or paper supports made from recycled content and from responsibly managed forests or certified low environmental impact sources will be used.

Where printing is necessary, double-sided printing on recycled paper with at least 70% recycled cellulose fibre by weight will be preferred or, alternatively, on fibres from responsibly managed forests or controlled sources. Printing cartridges must be regenerated or regenerable once exhausted; preference should be given to regenerated cartridges bearing environmental labels. Where exhibition materials are necessary, priority will be given to recycled/recyclable materials. The graphic design will be unified and used throughout the two years of the project by all partners.

Efforts will be made to produce materials in small quantities to reduce stock and waste.

8. Hygiene and cleaning

Tissue paper products provided during the activities (toilet paper, disposable towels, etc.) will carry the EU Ecolabel or equivalent environmental certifications. Soaps and detergents will also carry the EU Ecolabel or equivalent environmental certifications.

9. Accommodation and supporting logistical facilities

Guest accommodation will be located in the immediate vicinity (maximum 1 km in a straight line) of the activity venue and, where this is not possible, will still be connected by local public transport or served by infrastructure for soft mobility.