



**Flanders**  
State of the Art

# Sustainable event management. From ideas to solutions

SustainableSolutionsMatch

**Welcome!**



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# Session Agenda

- Welcome & Introduction
- Sustainable event management. From Ideas to Solutions
- Pitch Presentations:
  - # 1: Green Events Hamburg (Germany)
  - # 2: CO2Later (Romania)
  - # 3: SolyTicket (Turkey)
  - # 4: Aerora (Belgium)
- Closing Remarks





# Welcome & Introduction

## Moderator:

**Cristina Balan**

CSR BootIQ / EEN Romania  
Sustainability Adviser & Mentor



## Organizers:



SustainableSolutionsMatch

# Welcome & Introduction

Let's play by the rules: smooth sailing for our session!

- **Mute Policy:** Please remain muted unless speaking to avoid background noise.
- **Q&A Time:** After each pitch, there will be 1–2 minutes for questions. Please use the chat to ask questions.
- **Session Recording:** This session will be recorded.
- **Time management:** Pitchers, please keep track of your time. We will inform you when 8 minutes have passed.
- **Technical Issues:** If you encounter issues, please use the chat to notify the host.



# Sustainable event management

MUSIC / POP

## WHY BILLIE EILISH INSISTS ON SUSTAINABILITY IN HER CAREER: 'IT'S A NEVER-ENDING F-KING FIGHT'

The superstar and her mother, Maggie Baird, were stunned by the music industry's lack of environmental action — so they've integrated their own into every element of the artist's business.

By Lyndsey Havens

03/28/2024

### TOUR SUSTAINABILITY

On HIT ME HARD AND SOFT: THE TOUR we're partnering with fans, venues, vendors, and communities to lower our carbon footprint and be better for the planet. Here are some of the things we're doing to make a difference.

### PLANNING FOR THE CONCERT AND WHAT TO EXPECT...

Did you know that over 70% of a concert's carbon footprint comes from guests attending the shows? We understand it's hard to be part of the solution if you aren't provided the tools to make a change. This is why Billie Eilish and her team have worked closely with Live Nation, REVERB, Support+Feed, and Google Maps to help design a sustainable tour program that matches our overall environmental standards and empowers EVERYONE with the tools, knowledge, and resources needed to help heal our planet.



IOC Olympic Games Athletes Olympic Movement Beyond the Games Media News Documents FAQ



© IOC/Kohjiro Kinno

As the first Olympic Games edition to be fully aligned with [Olympic Agenda 2020](#), [Paris 2024](#) was more sustainable than its predecessors, for a whole host of reasons.

As early as the candidature phase, the organisers pledged to cut carbon emissions by half compared to London 2012 and Rio 2016 and align with the Paris Agreement on Climate Change



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# Pitch Presentations

**Time to meet the innovators!**

## Pitch 1

**Green Events Hamburg  
Lukas von Schuckmann**



# Sustainable event management

## Green Events Hamburg

**Lukas von Schuckmann**

Subject Specialist Certification



# Why Sustainable Events Matter

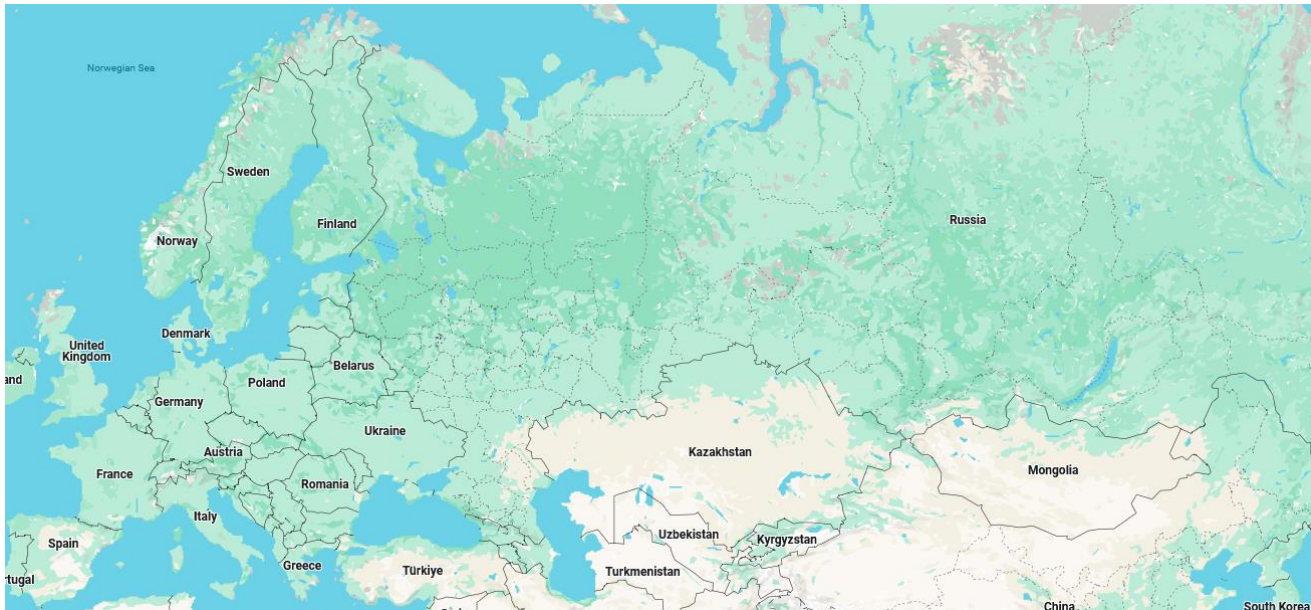
Football game  
30,000 visitors

Reusable Cups – 22 g CO<sub>2</sub> per use

→ 0,66 t CO<sub>2</sub>

Disposable Polysterol cup – 110 g CO<sub>2</sub> per use

→ 3,30 t CO<sub>2</sub>



...and back



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# Why Sustainable Events Matter

Oktober Fest  
7,200,000 visitors

Reusable Cups – 22 g CO<sub>2</sub> per use

→ 4,800 t CO<sub>2</sub>

Disposable Polysterol cup – 110 g CO<sub>2</sub> per use

→ 24,000 t CO<sub>2</sub>

→ driving 600 x around the earth

vs.

→ driving 3,000 x around the earth



# Green Events Hamburg

## - What we do:

Open & collaborative network that supports the event industry in creating sustainable change.

## - How we do it:

One-stop-shop for event organisers:

Knowledge, hands-on tools, database of sustainable service providers, communication

Collaboration:

Knowledge transfer & network events

Bridging gaps:

Politics, public administration, science, the public & the event industry

## - Our goal:

Making sustainable events easy



# Green Events Certification

**first certification** of its kind in Germany

**120 measures** in 9 sustainability fields, directly implementable  
**professional templates** for balance sheets (emission, waste, etc.) and concepts (sustainability, awareness, etc.)

**consulting services** by Green Events Hamburg experts

**effective communication** through three-tiered certification



# The 9 fields of sustainable measures

1. Organisation management
2. Location
3. Service providers
4. Climate
5. Procurement & Waste
6. Hotels
7. Gastronomy
8. Social aspects
9. Communication

Accessible  
Venue  
&  
Mobile  
toilettes

No or at  
least  
sustainable  
merch

Organic,  
no-meat  
&  
Reuse  
plates, etc.

Low fare  
tickets  
&  
Neighbours



# Be Part of the Solution

Events are  
a platform  
for change

It's fun

Start  
somewhere

Events  
are  
visible

People  
are on  
your side





# #EENCanHelp

# Thank you



**Lukas von Schuckmann**

Subject Certification  
Green Events Hamburg  
lukas@greeneventshamburg.de



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# Calculations

## Reusables vs. Disposables

Emissions	g CO2	Total emissions (in kg)	
Reusable cup	22	660	4.752.000
Disposable cup (Polyactid)	43	1.290	9.288.000
Disposable cup (PET)	68	2.040	14.688.000
Disposable cup (Polystyrol)	110	3.300	23.760.000
Visitors	30.000		
	7.200.000		



# Pitch Presentations

**Time to meet the innovators!**

**Pitch 2**  
**CO2Later**  
**Adrian Tudoran**



**Better planned events.  
Towards an easier certification.**

**CO2Later**

**Adrian Tudoran  
CTO**



**SustainableSolutionsMatch**

## CO2Later Event Reporting

*SaaS Platform that measures and analyzes the environmental impacts of large and very large events, such as festivals, sport competitions, or corporate conferences, covering key topics such as transportation and mobility, venue efficiency, catering, and waste management.*

*The result is a detailed report with impacts, KPIs and specific areas for improvement.*





## How We Help

- *Analyze transportation patterns and suggest alternatives (shuttles, public transport, hybrid options)*
- *Conduct thorough assessments of venue characteristics (energy efficiency, renewable energy use)*
- *Evaluate catering operations from sourcing to waste disposal, including menu planning*

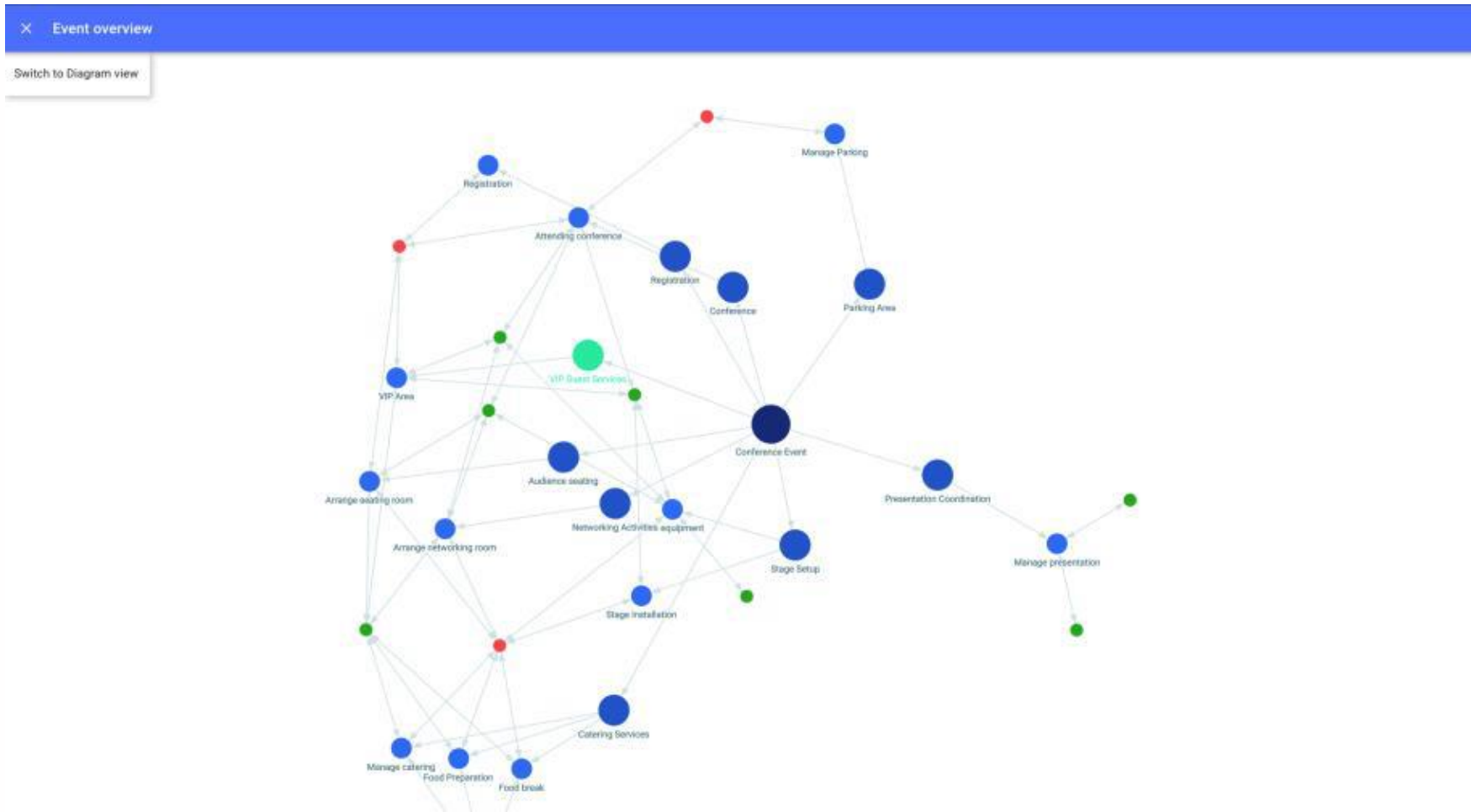


## How We Help

- *Perform a detailed waste management analysis and develop reduction strategies*
- *Deliver actionable recommendations that balance environmental and social impacts with solutions for improvement*



# Differential value – Event Impact Map



## Market/ Target audience:

*Event organizers*

- *Corporates*
- *Entertainment*
- *Sports*

*Event sponsors*



## CO2Later is looking for partners:

- Event organizers
- Resellers
- Implementation Partners

**Sustainable and circular innovation needs powerful networks along the entire value chain.**





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# Book a meeting with: CO2Later

**Adrian Tudoran**  
CTO  
CO2Later  
Adrian@co2later.com



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# Pitch Presentations

**Time to meet the innovators!**

**Pitch 3**  
**SolyTicket**  
**Şükrü Can Erçoban**



# Blockchain based event ticketing



## SolyTicket

Şükrü Can Erçoban  
CTO



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# Digital Collectibles: The Future of Sustainable Ticketing

SolyTicket combines blockchain technology and eco-conscious design to reduce paper consumption while preserving the joy of collectible tickets.

- Environmental Impact: Paper receipts alone generate 4 billion pounds of CO<sub>2</sub> emissions each year, equivalent to 450,000 cars on the road.
- Collector Preferences: Nearly 30% of attendees still prefer physical tickets for their sentimental and collectible value.





# Soly Market: Driving Sustainability Through Secondary Ticketing

- Millions of unused tickets end up as waste each year. Soly Market rescues these tickets, turning them into valuable digital assets.
- Soly Market facilitates reusability by connecting tickets with new owners, extending their life cycle and minimizing waste.
- Combining eco-conscious design with blockchain, Soly Market allows collectors to preserve their memories without harming the planet.





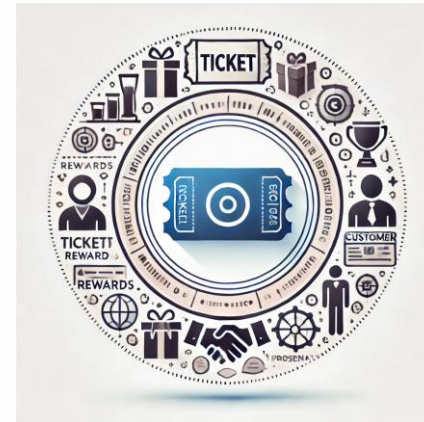
# Comparing Ticketing Solutions: Sustainable Impact and Value

	Traditional Ticketing	Digital Ticketing	SolyTicket
Environmental Impact	✗	✓	✓
Carbon Emissions	✗	✓	✓
Waste Management	✗	✗	✓
Collectability	✓	✗	✓
Circular Economy	✗	✗	✓



# Our Target and Audiences

- End User
- Organizers
- Commercial and marketing companies



# Building a Sustainable Ecosystem Through Collaboration

- Event Management Companies
- Global Brands
- Carbon Offset Companies
- Sustainability-Focused Brands
- Ticketing Companies



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# Book a meeting with: SolyTicket

**Şükrü Can Erçoban**

CTO

SolyTicket

Phone number: +905498654040

Email: [sukrucan.ercoban@solyticket.com](mailto:sukrucan.ercoban@solyticket.com)



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# Pitch Presentations

**Time to meet the innovators!**

**Pitch 4**  
**Aerora**  
**Bert Ottoy**



# Drone Light Shows – Sustainable & Quiet Alternative for Fireworks

**AERORA**

**Bert Ottoy**  
**Founder**



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# AERORA's Drone Light Shows

- Drone Light Shows are slowly entering the entertainment industry, but...
  - ... they are very **expensive**
  - ... **not many providers** in EU
  - ... **regulation** is very **strict**
- AERORA tries to...
  - ... make drone shows **more available** in the EU
  - ... make drone shows **more affordable**
  - ... make drone shows **more flexible**



# Bottlenecks & Aerora's Solutions

**Problem 1:** Most of the drone show providers are in the USA and China !

**Solution:** Creating more availability by entering the EU market and provide shows from 50-500 drones

**Problem 2:** Drone show are very expensive !

**Solution:** Providing shows for lower budgets by...

- ... better logistics for quicker setup
- ... needing less personnel
- ... less overhead costs

**Problem 3:** Regulation makes it hard to provide shows at any given location

**Solution:** Providing Flexibility for take-off & landing locations (more compact), as well as continuously discussing safety with authorities in order to achieve more degrees of freedom



# Sustainability Impact

*Drone Light Shows have a **positive sustainability impact** by...*

*... reducing **noise pollution** (people & animals)*

*... reducing **fire hazards** (dry areas)*

*... reducing **actual pollution** (microplastics)*



# Market/Target audience

*AERORA's Drone Light Shows target:*

- Festivals
- Theme parks
- Cities
- Private events

*Lots of cities prohibit fireworks because of fire hazards and/or noise pollution*

*→ alternative needed*

*→ same budget, same location*

*→ affordable & flexible drone light shows*



## AERORA is looking for companies/cities that...

- ... provide events (festivals, private...)
- ... provide entertainment (colabs w/ lasers, smoke, music...)
- ... own theme parks (recurring business)



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# Book a meeting with: AERORA

**Bert Ottoy**  
Founder & CEO  
Aerora  
bert@aerora.be



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# Closing Remarks

**A big thank you to all pitchers and attendees!**  
We appreciate your participation today.

If you'd like to connect with any of the pitching companies, please use the matchmaking tool to **book a meeting!**

Next available at

**09:00 - 09:30 CET**

Monday 10 February 2025

FEB

**10**

in 1 mo

**+ Request meeting**

Need support? **Enterprise Europe Network is here to help!**

Reach out to your local Network partner:

<https://een.ec.europa.eu/local-contact-points>



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# Thank you!

**Cristina Balan**

Sustainability Advisor & Mentor

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