

Manual for Organising a Sustainable Event

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AIM

The aim of this manual is to provide detailed instructions on how to organise a sustainable event.

OBJECTIVES

- To provide young people with a fully-fledged manual, which they can use as a guide or inspiration for implementation of RecyCOOL Imperfections program.
- To introduce young people to organising their own sustainable event in accordance with environmental protection and the principles of sustainability.
- To acquire and develop organisational and managerial skills throughout the event; networking.

TOPIC

Organisation of a sustainable event with respect to the environment



WHO IS THIS MANUAL FOR?

This manual is for everyone who wants to organise an event in accordance with the principles of sustainability. It has been created primarily for young people with no experience in the organisation of events and whose financial and personal capacities are limited.

However, it is designed also for those who want to educate and mentor young people through the RecyCOOL Imperfections program.

THANKS TO THIS MANUAL YOU WILL:

- gain knowledge of basic procedures in planning and organisation of a sustainable event.
- get inspiration when mentoring young people on how to organise such an event.

IF YOU ORGANISE AN EVENT ACCORDING TO THIS MANUAL, YOU WILL:

- gain experience in event organisation.
- gain experience in working and cooperating with various people and teams.
- have a chance to add the participants in your network and get new contact information for suppliers and business owners.

WHAT IS A SUSTAINABLE EVENT?

To start with, think of an event you have attended and the emotions you felt.

Remember the day, the place, the atmosphere, and the feelings that it evoked in you, who you met there, what you learned, and how you enjoyed yourselves. Think about how the time you spent at the event affected you. That is the meaning of an event. **To evoke emotions, to teach people something, or to entertain them. Or maybe all at once.**

And now think about how you **influenced other people at the event by your presence, your entertainment, or education, your money, and overall behaviour.** Who did you support with your visit?

Our every decision and behaviour, wherever we are, whatever we do, and who we support with our money and time, affect the environment we live in, the air we breathe, the food we eat, the clothes we wear, the people we live with, and even the people who will live here after us. This is a great responsibility that we all have, regardless of whether we realise it or

not. The impact is also in your hands and it depends on your decisions.

If you are reading this manual, you have probably thought about it before, you are aware of this responsibility, and you want to create a **sustainable event, also known as "a green event", the planning and implementation of which take into account environmental, economic, and social issues.**

This approach should be followed throughout the entire process of organising the event, that is, from its planning, through preparation, implementation, to its completion.

WHAT ATTRIBUTES SHOULD A SUSTAINABLE EVENT HAVE?

Based on the accumulated experience in the event and fashion industry, we provide **recommendations and principles** so that your event is as sustainable as possible in all its aspects and has minimal impact on our environment and people around us.

1

PREVENTION AND REDUCTION WASTE – BEFORE, DURING, AND AFTER AN EVENT

° **Separate and compost waste** with correct labels indicating what belongs to which trash can with assistance of a volunteer to sort waste correctly. This applies to event visitors as well as your suppliers, such as food stalls, decorators, etc.

For example, various cities have various rules for sorting waste, so it is necessary to adapt to them and to assume that not every visitor is able to sort waste correctly.

° **Refrain from using disposable items**, and if necessary, **replace them with reusable ones**.

For example, do not use straws and balloons; use deposit cups, reusable cloakroom coupons and event wristbands. Ask

visitors to bring their own water bottle, do not give unnecessary gifts/leaflets/samples/pens...

° **Prefer digital and online tools to be more interactive**.

For example, instead of placing printed descriptions of individual models and designers at a show, you can email them to visitors. Place a QR code next to displayed works and visitors can use it to get to the necessary information and videos. This way visitors can also fill out a questionnaire after the event has ended, etc.

This applies not only to the realisation of an event, but also to the preparation – you don't need to print a to-do list or a floor plan of the venue for each preparatory meeting, have them on your computer.

° **Don't buy new things, use what you already have.**

For example, if you have name tags left from a previous event, turn them over and use them again.

° **Don't buy things which you can rent**, such as tables and chairs, dishes, coat racks, photo walls, decorations, clothes for hosts and hostesses.

2

SUPPORT AND COOPERATION WITH LOCAL PRODUCERS AND SUPPLIERS WHO COMPLY WITH SUSTAINABILITY VALUES TO THE GREATEST EXTENT POSSIBLE, OR AT LEAST WITH PRODUCERS OFFERING FAIR-TRADE PRODUCTS

° If you need to buy something or you want to source some merch, **choose local producers who make quality products, ideally from sustainable materials.**

For example, instead of plastic bags, use bags made from curtains or linen ones from handmade manufacturers.

° Choose suppliers not only according to the lowest price, but also **according to environmental, ethical, and social principles and values**, that is, based on their behaviour, references, quality certificates, how they pay their employees, etc. Don't be afraid to ask them about that – transparency is what we need. If there are some social businesses near you, include them among potential suppliers.

3

CHOOSING THE VENUE ACCORDING TO ECO-FRIENDLY, ETHICAL AND SOCIAL VALUES

For example, find out who owns the property and whether they meet eco-friendly principles (e.g. using sustainable cleaning and sanitary products and renewable energy, separating waste, cooking from quality ingredients, etc.), based on which you can decide if by paying rent you want to support a big developer who does not take an ecological and ethical approach and who might be suspected of corruption, or if you want to support an honest and trustworthy company with a good reputation.

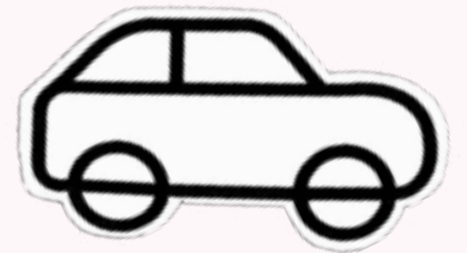


4

TRANSPORT WITH THE LOWEST POSSIBLE CARBON FOOTPRINT

° Try to plan, **as efficiently as possible, transportation** of things to the event, then away after it has finished, and to meetings where details will be negotiated – it is better to organize one big meeting for all of your suppliers as you can discuss and agree on most things at once.

° Think about how visitors can **reach the event with the lowest possible carbon footprints** (on foot, on a bicycle, by public transport, in a shared car, etc.).



5

EFFECTIVE FOOD MANAGEMENT

° Pay attention to the **quality and selection of food** which should be organic, local and seasonal.

For example, in the summer offer raspberries, strawberries, and watermelons rather than imported oranges and bananas (in case of the Czech Republic and Slovakia).

° **Plan the number of portions “just about right”** so that there is no unnecessary waste left. If catering is part of the event, ask the caterer about the latest moment you can tell them the exact number of portions so that you can base it on the most up-to-date number of people

coming to the event (using the number of tickets sold). As for drinks, you can agree on a “sale or return” model, so you only pay for consumed items and the rest will be returned.

° If there is any food left, try to donate it to organisations which can accept such gifts in compliance with hygiene measures. You can also use social networks to invite people who are near the event to come and pick the food up or deliver it to the ones who need it.

6

EFFECTIVE USAGE OF ENERGY AND WATER OR REPLACEMENT BY ALTERNATIVES

° Try to eliminate consumption of electricity and water as much as possible, or replace them with alternative sources.

For example, place a phone charger at the event which charges from a solar panel and don't let the water run when doing dishes after the event.



HOW TO START? WITH PLANNING

Every event is specific and will never be the same as any of the previous ones, even if it is organised in the same place, uses the same things, the same decorations and lights, and the same program. **The atmosphere of an event is also created by people and you can influence the way they feel there** by carefully planning every single detail, anticipating what might happen, and having a back-up plan. But sometimes that is not enough and you will have to react on the spot and with a cool head.

THE ATMOSPHERE OF AN EVENT IS CREATED BY PEOPLE.

YOU CAN INFLUENCE TO A GREAT EXTENT THE WAY THEY WILL FEEL THERE.

When organising an event, it is good to be able to look at it from your visitors' perspective. Just remember the last event you visited.

Was it easy to buy a ticket?

Did you know what to expect?

Were you missing anything there?

Did you know how to get there?

Could you hear everything well?

Did you have a chance to store your jacket or did you have to hold it in your hand the whole time?

Did you have to take a new plastic cup every time you wanted to have a sip of water?

Was there an awkward silence or did they play some nice background music when you arrived?

Could you smell anything?



It is necessary to **focus on all of this from the very beginning when planning an event.** And you should honestly consider whether you have sufficient **staff, time, and financial capacities and capabilities for the planned event.** At the beginning, everything seems easier and sometimes you are not able to guess what it will entail. Especially if it is something you have never done before. Sometimes the expected procedure is not enough even when baking a cake. And the more complex the dessert, the more difficult it is to make it.

Therefore, you should multiply your estimate for the preparation of the event by three so that you have enough time to fix, finish, or change anything.

EVENT PREPARATION FROM A TO Z

**"THE WAY TO GET STARTED IS TO QUIT TALKING
AND BEGIN DOING."**

— WALT DISNEY

AMERICAN FILM DIRECTOR AND SCREENWRITER 1901–1966

When it comes to organising a sustainable event, "begin doing" means **to plan and answer basic questions while keeping in mind the principles of sustainability**. The answers to the questions overlap and they affect each other.

1

PURPOSE

Why do I want to organise the event and what do I want to achieve?

In other words – **what is its purpose?** Should it be educational and are people supposed to learn something or get inspired there? Or should they just have fun, get closer, and improve relationships? Or both? Based on this, you will also be able to answer other questions about the content of the event.

The aim of the event determines the program as well as what activities will and will not be done there.

Let's say you want to organise an upcycled fashion show. Its purpose is to raise awareness of the issue of fast fashion and to inspire the attendees to make their own clothes. The program can include not only the fashion show itself, but also a discussion on a given topic with various guests, etc.

2

TARGET GROUP

Who is the event for and how big is the target group?

You need to define what kind of people the event is for. Will they be students, pensioners, fashion lovers, professional athletes or politicians? You need to find answers to basic questions about age, education, hobbies, language, disabilities, but also about their attitudes to environmental and social issues. Because that will affect the program as well. Or it may be the other way round, and the program will determine who comes to the event.

It is equally important to determine how many people the event is for – 30 or 3000? The number of people also depends on your budget, the character of the event,

where the venue is located and its capacity, where the event should take place, or you can choose the place according to how many people you want to invite.

For example, if you organise a fashion show at your high school, you will primarily invite the students, teachers, and their relatives. Based on how many students go to that school, you can guess how many people will probably come to the event, what their age is, and you can find out whether they have any mobility or other impairments. If the event is intended only for your class, you know how many people there are, etc.

The venue itself and its **genius loci** can determine and elevate the atmosphere of the event. When choosing a place, it is necessary to look at various **attributes that are closely related to the character and program of the event.**

You need to have an idea of the number of people at the event, when it will take place and how long it will last, if it will be outdoors or indoors, in which season, whether it is reachable by public transport, connected to electricity and water, whether there are sanitary facilities (if you need them), etc. If you want to organise a sustainable event, you should choose **places which present themselves as green** – they compost, they don't use disposable

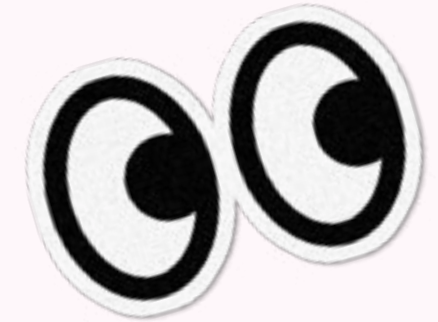
tableware and towels, they use solar energy and ecological certified materials, drugstore products, they cook from organic ingredients, etc.

When choosing a place, try to also think about who you will support by paying rent, or if there isn't somebody who would rent you the space for a very low price or even for free (if it is a nonprofit event).

Don't be afraid **to be creative and open to new things, but take into account the feasibility and safety of the event both from the organisers' and visitors' perspectives.**

For example, the event can be organised in an unusual place – instead of doing a show in a school gym, you can move it to the roof (as

long as it is possible and safe), or to a park, to a fountain, or to an underground garage. You can also display real people in the shop windows in a shopping centre instead of showing models on mannequins in a gallery.



4

TIME

When will the event take place?

To come up with the right timing it is necessary to think about the type of the event and who it is intended for. Think about how your target group spends time and whether the date of your event will suit them.

For example, if you are planning an event for children and their carers, it will take place during the day, if you are organising a fashion show, you expect the visitors to come after work or school in the afternoon or in the evening.



5

PROGRAM

What is the content of the event?

The program depends on the purpose of the event. The same applies to selection of performers, speakers, and side events which will complement the main event.

For example, if the purpose of an upcycled fashion show is to raise visitors' awareness of an issue in the fashion industry and to inspire them to change their shopping habits, include a discussion or a short lecture with experts in the field or display information boards at the venue so that visitors can learn interesting facts which they can then share on their social networks. You can also include a quiz on a given topic where they

can win some prizes. Plan the program in connection to the goal you set at the beginning and in such a way that visitors won't get bored from the first to the very last moment of the event. The program should be divided into active zones full of activities, entertainment, and knowledge, and calm zones suitable for conversations and relaxation. Based on this, you will have to adjust the seating and places for standing.

FINANCES

How expensive will the event be and how will I finance it?

To find out how much money you need to organise an event, you have to prepare a **budget plan with individual items** that will have to be secured. If you don't know all the details, try to at least guess them and have some funding in reserve. Items can be added to the plan, it can be adapted. If you are not able to estimate the price, just ask your suppliers (call them).

You can create the budget plan in a **chart and divide it into sections** based on the nature of costs you have. You can note down every item, its price and a description. The budget then also serves as a good tool to check whether all the important things have been arranged.



Recommended sections for the budget plan:

venue rental – how much you will pay and possible expenses related to it

For example, if you rent a conference room in a hotel, you can use their tables, chairs, toilets, sound system, and projectors. However, if you rent a warehouse where you want to organise a fashion show, you will have to bear in mind that you need to arrange mobile toilets, sound and light systems, bring chairs and tables, trash cans, etc.

program – here you will state the price of individual activities in the program as well as the remuneration for the performers, lecturers, hosts, etc. You should also know the performers' requirements

(e.g. special technical support) so that you can include them in the budget. In this section you would also include infographics, posters or printed photographs

technology – think about the program, the performers' requirements, etc., and use what the venue offers. That way you will know what you need – sound, lights, cables, furniture (tables, chairs, coat racks, room dividers, fairy lights, etc.), printed graphic materials, etc.

staff – costs related to all the staff working at the event (catering, models, photographers, make-up artists, production, security services, etc.)

transport – costs related to transportation of people and things; list them either separately or with the item they are related to

For example, transportation of rented chairs can be listed together with them, or separately in the transportation section

catering – if food and refreshments will be served at the event state prices per number of people or the amount of food. If food is to be sold at the event, some companies will require you to pay a certain amount of money in advance so it is worth estimating the number of visitors and their travel and food preparation costs



marketing – if you plan to use paid advertising, state how much money you have to invest in which medium

tickets and partners – if your event is a public one and you will be selling tickets; keep in mind that not everyone is able to pay the full price, you might want to consider a reduced price or free entrance for people with financial difficulties

other – anything you can't include in the categories above. This section is good for unexpected things (e.g. a taxi for a performer who is late). Make sure you have some financial reserves here



You can take the next step as soon as you know how much money you need to organise the event the way you have planned it. **Think about whether it is possible to raise this amount in the time available to organise the event and where you will get the money from.** You can reach out to various partners, whether individuals or companies.

Make a list of contacts you would like to reach out to. Again, think about who you know – friends, family, acquaintances who can help you, give you more contacts or recommendations. You can also apply for **grants in your town or at the regional or national level.** You might also launch a **crowdfunding campaign** and raise the money from investors.

When reaching out to partners, it is crucial to prepare **a presentation** in which you introduce yourself, what you do, and describe the event and program, your aims, and what you can offer in return for their investment. This could primarily be the promotion of their logo and activities at the event, on your social networks, etc. Try to provide as much relevant information as possible and be original so that they notice you and eventually choose you from all of the applications they get. Make a chart in which you will record your deals with individual sponsors, and have a donation agreement with each of them where everything is clearly stated.

One of the sources of money is also **tickets**, which you will sell if you organise a public event. However, you never know how much you will earn by selling tickets, so you should not rely on this source, and have it as a reserve or reward.



7

MARKETING AND PR

How do potential visitors and the media learn about the event?

When it comes to promotion, there are three things to keep in mind:

- **money**
- **good idea**
- **contacts**

Ideally, you have all of them. If you don't have enough money, but your event has a good and easy-to-spread idea, there is a high chance the media you reach out to and your friends will help. Content spreading organically within a community can be of great help too.

Your budget determines the promotion of your event through paid advertising (magazines, TV, paid advertising on social networks, banners on websites, influencers, etc.). If you have a generous budget, you should think

about who you could ask to promote your event. They can be your friends, family, people you know, teachers at school, or the owners of the premises where the event will take place.

Ideally, you should have visual and textual materials that these people could share. It is easier for them if they don't have to make any new content. This way, your brand and event identity will be the same whoever is sharing it.

People should know about your event well in advance so that they can include it

in their plans. However, it shouldn't be too early so that they forget about it. Generally, the promotion should start approximately one month before an event starts and you gradually intensify the promotion depending on the type and size of the event (tickets to a famous singer's concert or a festival can be bought even a year in advance, but you do not need so much time to promote a documentary screening in a café).

Think about what you can do without spending anything but your time. You can create an event on social networks and gradually add information about the event, program, and visitors. You can write a press release about your event and send it out to the media (online and offline). You can write to a list of people who you

know and ask them to share your event with other people they know.

For example, if you organise a fashion show in a school, ask the school to help with promotion on their website, noticeboards, social networks, etc.



How many people will work on the preparation of the event?

How big and demanding the event is determines **how many people will take part in the preparation process**. There must be one leader/manager of the event – its "**production manager**" – who will know about everything that is going on. They will be the main contact person for the rest of the team as well as for the suppliers they will communicate with.

The production manager should decide who will be responsible for what and what their tasks will be. They will decide based on the experience and interests of the team members. **Regular communication, mutual**

trust, checks, and meeting deadlines are essential.

For this, you can use apps available online for management and (Asana, Notion), and common messaging apps for communication (WhatsApp, Slack).

For example, if you want to create online invitations for a fashion show or an event on social networks, decide whose responsibility that will be. If you don't have enough money to pay a professional graphic designer, ask if anyone can make graphic materials, e.g. in Canva (online tool for graphic designs).

An important part of event preparation is also planning of safety measures for organisers, performers, and visitors. The measures depend on the size and place of the event, and they are often set by the law.

At every event, it is necessary to bear in mind:

Health measures (presence of medics, first aid kit,...)
 Pandemic measures (based on the current governmental regulations and basic measures of safe coexistence,...)
 Fire measures (building security, fire extinguishers, emergency exits,...)
 Security measures (security service, pedagogical supervision,...)

Find out whether and to what extent the operator of the place is responsible for these measures, because some of them are inevitable when it comes to organising events. Mutual agreement can ensure the safety and health of all.



In case of a bigger event (and a certain number of people), it may be necessary to inform authorities to get a permit which also includes the obligation to follow the event organisation measures. These rules, however, are different in various countries and areas, so you should always check the information at the municipal authority where the event will take place. Do so in advance, in case you need to adjust the nature of your event or get necessary permits. Nevertheless, always make sure that the place is accessible and safe for wheelchairs users and parents with strollers.



10

PERSONAL DATA PROTECTION

In compliance with the law (and basic rules of decency and considerateness), we have to pay attention to personal data handling. Make sure you know what you need for your event, and secure performers' and visitors' data in the way that is required.

If you plan to record the event, the visitors have to be aware of that. Place signs containing this information at the entrance and in other visible places.



You have to have a back-up plan – if you organise an outdoor event, you need to know what you will do if it is raining.

You should take into consideration the current pandemic situation, possible absence of performers, problems with suppliers and other such situations.



IMPLEMENTATION AND CLOSING OF AN EVENT

Anticipate, ask questions, don't leave things to the last minute, trust but also verify.

You will find out whether you have planned everything well on the day of the event. And no matter how well you have planned things, something unexpected will surely happen and you will have to deal with it on the spot. There is a solution to every problem, it is important to stay calm.

To eliminate as many problems as possible, make a timetable before the event, in which you will include everything step by step. The better and more carefully you prepare, the fewer unexpected complications should arise. You will state exact times there – when a contracted supplier is

supposed to deliver things as well as take them away, what should be done when, and who is responsible for what. Try to think about every detail.

When scheduling when your suppliers will come, check the timetable with them. Make sure they will not all come at the same time, because you will have to show each of them what to do and where. Think about who comes when.

For example, first you need to build a stage and then install a sound system and bring a table and chairs.

All of the suppliers and event organisers will follow this schedule, so it is a good idea to send it to them in advance. When you create the schedule, it is useful to base it on the budget and to imagine the entire process of preparation, implementation, and finally, conclusion of the event.

Apart from the timetable, it is also necessary to prepare **a script** with the host's lines, information for technicians, e.g. when to play which song, what to put on screens and when, whether a speaker needs a stick microphone or a headset one, etc.

During the event, try to regularly check if everything is available (or missing) and going to plan. **Anticipate, ask questions, don't leave things to the last minute, trust but also verify.**

A critical moment can come even after the event has finished, when everyone is tired and they want to go home. However, it is important to keep in mind that you have to leave the venue tidy, and don't forget to separate the waste.

NA SLOVENSKU
SA VYHODI
KAŽDYCH 10 MIN
PRIBLIŽNE
460 KG
OBLEČENIA!

FASHION
REVOLUTION

MONDIALE
TRADITION
TRADITION
TRADITION



IT DOESN'T END WITH IMPLEMENTATION

The work on an event doesn't end the moment the last visitor and the staff leave the venue. Once the event is over, there are still a few things to do:

- ° **collecting invoices** from the suppliers and paying for their services before the due date

- ° **data and visitors' feedback collection** – you can create a short questionnaire to get some feedback from the visitors after the event. You can collect data at the event ideally in electronic form (people can access the questionnaire through QR codes placed at the venue). You can also share the questionnaire on the event's social networks and ask people to fill it out. This will help you to evaluate whether the event met your goals.

- ° **thanks and feedback to all the ones who helped with the event** – thank the people who worked on the event and

exchange some feedback with them, e.g. whether you liked working with them, what you liked, or if there were any problems, which you should talk about either over the phone, personally, or via email. This way you will prevent bad relationships in the future and both sides can learn from it as well as get some experience

- ° **feedback and thanks to the partners and sponsors** – it is important to show appreciation to your partners who decided to support you either financially or in any other way. Ideally, prepare an evaluation presentation with facts – how many people came to the event, how many kilograms of waste were separated, etc.,

accompanied by photos and videos, or by sharing an example of media coverage. You can even state specifics of a particular event, e.g. a swap meeting – how many pieces of clothes got swapped, sorted out, and given away.

° **media coverage**

– prepare a short report or a post about the event. Provide photos and videos, share them on social networks of the event, and you might also send them to the media or to your partners so that they can share them. To be formal, you can write an official press release and send it out to selected media.

° **evaluating whether the event met the goal you had set** – base that on the questionnaire, the feedback from your suppliers, staff, partners, as well as on your own feeling about the event. Think about the experience

and skills you have gained, what you can improve in the future, but also acknowledge what you did well.



Who
made
my
clothes?

#WHOMADEMYCLOTHES
FASHIONREVOLUTION.ORG

EXAMPLES OF GOOD PRACTICE

YOUNG AND ECO FASHION SHOW IN SVORNOST' PRINTING HOUSE IN BRATISLAVA

The first example from our practice is the Young and Eco Fashion Show organised in the old building of printing company Svornost' in Bratislava (Slovakia).

This event was organised by the participants of RecyCOOL Imperfections program under the mentorship of Simona Nečasová (event manager) and they all formed an **organising team**.

The mentoring started with meetings where the basic **questions were answered**:

- where should the event take place
- how many people will it be for
- what will the program be about and who will perform there

- how many designers and clothing will be at the show

- where to get money for the event and how much will be needed

- what financing options are there

As it was not clear how much money would be raised, there were multiple program options. Various people who were supposed to participate in the preparation of the fashion show were contacted.

The organisers went to see the space where the event was supposed to take place and they agreed on what needed to be arranged. The chosen place was an old building, a former printing house, which was being gradually demolished, and there were no bathrooms.

Therefore, they had to be brought there (mobile toilets). When checking the place, the team took some photos which were consequently sent to suppliers so that they knew where the event would take place.

The next visit to the place was with the director and a supplier responsible for sound and other technologies. They discussed the **layout of the space** – where chairs, food, a dressing room for models, etc. would be placed. Then, a **floor plan** was prepared where the location and number of each item was stated. On the day of the event, this floor plan helped the technicians and suppliers. You can take a look at the floor plan [HERE](#).

In the meantime, the organisers prepared **graphic materials** for the

whole event, they made direction signs, chair name tags for selected guests, signs for trash cans.

They created a Facebook event and an Instagram account, where they started posting information about the event and program.

They also prepared a **crowdfunding campaign and they reached out to potential sponsors**. They also prepared a **grant application** to get some financial support from the city of Bratislava. Finally, they created **invitations** for selected guests and media.

Gradually, a document was prepared with designers, where the order of **presented clothes was arranged**. There was a photo of each of them and a detailed description of what they would wear. As the models were the designers themselves, there was no need for fitting. At the same time,

information was collected from the designers on their inspiration – a story of creation, along with BEFORE and AFTER photos. This information and photos were later used at the event – they were shown on screens during the show and were used in the programme prepared by organisers. Printed programme was handed to visitors at the entrance.

During the show, the Slido app was used to run a survey about which of the clothing the guests liked best.

Before the show, Simona and the organisers created **a timetable and a script** which was followed during the event.

The **day before the show, all the suppliers were called** to confirm that everything was ready and clear. During the preparation

process, the organisers were trying **to eliminate stress and to create a positive atmosphere**, e.g. they played music, made jokes, and if anything didn't go as planned, it was changed in the best possible way at that moment.

When organising a fashion show, it is important to store and label clothing in a systematic way to prevent chaos during the show and to make sure everybody knows what they should wear. Especially if one model presents more outfits and she has to change. It is also necessary to have people who help with dressing (dressers).

A pro bono photographer took photos and videos during the show which were uploaded directly to social networks. Guests' social media posts from the event were also re-posted. Photos and posts were uploaded to

social networks even after the event had finished. The organising team then sent a thank you email to all the suppliers, co-organizers, and sponsors.

Finally, the organisers and Simona collected invoices from the suppliers and an **evaluation meeting** was held, where they summed up and assessed how successful the event had been, the team's feedback was collected, and everybody thanked each other.



Short video from the event
<https://www.youtube.com/watch?v=-s6OSOwr99Y>



YOUNG & ECO

fashion show upcyklovanej módy

Bratislavský samostatný kraj
STUDIO 22
NOIZZ
Vedomé

ODEVNÝ PRIEMYSEL JE JEDNÝM Z NAJŠPINAVŠÍCH PRIEMYSLOV

YOUNG & ECO

Projekt People - Young & Eco vznikol z iniciatívy dvoch študentiek, Michaleny Suchej a Henslezy Žerušovej. Na šiestich školách v Bratislavskom samostatnom kraji zorganizovali celodenné workshopy a dopodrobne odevného priemyslu na ekologiu a etickosť spoločnosti. V druhej fáze projektu, za účelom spoznať, ako sa dá oblečenie vyrábať inak, ako doteraz poznali, mali účastníci za úlohu navrhnuť a zhotoviť svoj vlastný kúsok pomocou upcyklovania. Absolvovali dve stretnutia s členkami Fashion Revolution, Martinou Marekovej- Kulpers, koordinátorky Fashion Revolution Slovakia, a Vivien Mihálikovou (Vivien Mihálik), ktoré im pomohli s prípravou. Treťou fázou je módna prehliadka.

PROGRAM

18:00

Módna prehliadka

Na móle sa predstaví viac ako 20 návrhárov.

PO UKONČENÍ PREHLIADKY

Vyhlasenie Ceny poroty

Odborná porota vyberie spomedzi študentov jedného víťaza, ktorý vyhrá celý deň strávený s návrhárami.

Vyhlasenie Ceny verejnosti

Výherca získá účasť na workshope upcyklovania u Martiny Marekovej- Kulpers, koordinátorky Fashion Revolution Slovakia.

19:30

Panelová diskusia so zaujímavými hofami

AKO HLASOVAŤ v CENE VEREJNOSTI

Hlasovanie prebieha počas celej prehliadky. Čez diskusiu bude možné prostredníctvom štáda poslať otázky pre hosti.

1. www.sli.do
2. Do kolónky „Enter event code“ zadajte: **lnak**
3. Následne prejdete na našu štádu stránku, kde bude rozbehnuté hlasovanie
4. Kliknite na meno návrhára, ktorému chcete odovzdať svoj hlas

2

NA VÝROBU JEDNÉHO TRIČKA SA MINIE 2700 LITROV VODY= VODA PRE JEDNÉHO ČLOVEKA NA TRI ROKY



„Mojou motiváciou pri vytváraní tohto outfitu bolo navodenie nostalgie. Retro, ktoré si môžeme vziať do mesta aj dnes. Mám rada oldies: hudbu minulého storočia a za jej počúvania sa tieto kúsky vynášali. Hľadám jediné, čo si z retro módy nechcem doniesť na mólu, je nineties obačia.“

7. Daniela Štefančíková Daniela Štefančíková



„Téma životného prostredia a módy je mi blízka. Kedysi som veľa nakupovala a potom, keď ma to oblečenie prestalo baviť, som si šlo ihneď kúpiť nové. Preto mi prišlo upcyklovať ako úžasný nápad. Svoje šaty som vytvorila spojením bielych košiel a rifových šiat. Chcela som vytvoriť niečo, čo budem môcť nosiť aj mimo mólu.“

3

5. Nina Raditschová Nina Raditschová

„Pri výbere kusu oblečenia, ktorý by som chcela šiť ma inšpirovali maminine zvláštne šaty z Indie, ktoré sú pozostávajúce z rôznych kusov látok. Vnukli mi nápad, že by som chcela šiť niečo hravé. Vyrábala som zo starých starých košiel, ktoré u nás doma už nikto nenosil a tak neputovali do smetného koša, ale dostali druhú šancu.“

6. Ráchel Rimarčíková Ráchel Rimarčíková



8. Karin Jursová Karin Jursová

„Rozhodla som sa ušit košeľové šaty, off-the-shoulders typu, pretože tvorila dobrý základ pre outfit na horúci letný deň. Košeľa je ako materiál výborná a dá sa z nej veľa vymyslieť.“



9. Ivona Švorcová Ivona Švorcová

„Teľi ma vyrábať veci a šiť si plánujeť aj prostredníctvom prerábania svojho oblečenia. Namiesto toho, aby som pri výrobe svojho modelu jednoducho vzala látku, čo sme mali doma a nechala svoju fantáziu dorobiť zvyčaj.“

10. Margaréta Verešová Margaréta Verešová



„Keď si predstavím leto, vidím veľké pestrých farieb a preto je aj môj outfit pestrý a farebný. Sam o sebe zadržuje prírodu, ktorá je v lete najkrajšia. Takže vystupuje ako opak ku fast fashion a jej neoriginalite. Kamarátky sú na súknu ručne prišité.“

4

PANELOVÁ DISKUSIA



Babsy Jagušák Heribanová
Slovenská influencerka a event moderátorka
@babsheriban



Zuzana Brody
Spoluzakladateľka inštitútu pre rozvoj
vzdávateľnej módy (IPRUM) a majiteľka značky Dufka
@dufka.jab., @iprum.



Katka Peterová
Módna blogerka (@laurita.sk) a spoluzakladateľka
instagramového účtu @ekoatky



Petra Csefalvayová
Spoluzakladateľka inštitútu ekologickej
ekonomiky (EVCEN) a @ciens.sk



Alžbeta Iľhová
Spoluzakladateľka inštitútu pre rozvoj udržateľnej
módy (IPRUM) a majiteľka značky Bagbet
@bagbet., @iprum.

HUDOBNÝ HOST



Saxana Sapietová
Saxofonistka
@saxanasapietova

1

70% RIEK A JAZIER V ČÍNE
JE KONTAMINOVANÝCH
ODPADOM Z TEXTILNÉHO PRIEMYSLU



11. Katarína Kišoňová Andrea Kišoňová

„Baví ma šiť, prerábať rôzne veci i napriek tomu, že nemám svoj vlastný šijací stroj. Za svoj model som si zvolila oversize, pretože sa blížilo leto a chcela som vytvoriť niečo, čo sa v tomto čase pohodlne nosí.“

12. Katarína Čichová Alexandra Badáňová

„Niekoľkokrát prešité šaty sa zaujímavým vzorom si ma priam samé vybrali. Zosopdu hromady oblečenia na mňa vyvíkali. Lásku na prvý pohľad. Bol to s nimi beh na dlhé trate a niekoľkokrát sa menil plán ich osudu. Nakoniec z nich vznikol plášk / peterina.“



13. Radmila Chmelarová Viktória Vadovičová



„Môj šatník obsahuje množstvo rifových bünd. Preto som aj v tvorbe tohto outfitu našla priestor na zmenu. V sekáčoch som zohnala koženkovú bundu, na ktorú som stuhami vyšila farebné kvety.“

14. Simona Kutná, Viktória Tvrďáková Barbara Rajnochová

„Od začiatku sme chceli vytvoriť niečo rafinované, žylvé a jedinečné. Rozhodli sme sa trenčkot pretvoriť na suknu, ktorá je dominantnou modelu.“
- Simona



15. Lucia Lučivňáková Katarína Lučivňáková

„Model som ušila na svoju mladšiu sestru z rif., čiernych šiat a ako doplnky pridávam žierky. Je pozoruhodné, keď si niekto vytvorí vlastný originálny a ešte neexistujúci kúsok oblečenia. Mali by sme viac venovať pozornosť svojim nápadom a odprezentovať ich napríklad na rifovej bunde!“

16. Sára Solmošiová Dávid Solmoši

„Našu rodinu sa vždy niesol duch módy. Maja mamička si šla skoro celú strednú a vysokú veď sama. Podobne aj moja babina. Vždy som snívala, že to budem robiť aj ja, na nikdy som sa k tomu nedokopala. Pri vymýšľaní návrhu ma inšpirovali môj mladší brat, s ktorým teraz hádže pubertu a je v tom napätím rozkvet. Chcela som, aby v mojej kreácii bola cítit jemná chlapčenskosť a radiaca sa mužnosť.“



5

20. Hana Bačovčinová, Tereza Jurašová Tereza Jurašová



„Outfit sa tvorí veľmi spontánne, podľa toho, čo sme našli. Šli medzi nimi aj také kúsky, ktoré do seba pôvodne nezapadali, ale postupne sme medzi nimi začali vytvárať harmóniu a využili sme aj kúsok, ktorý mi dlhé roky ležal v skrinke. Myslíme, že sa nám podarilo vytvoriť niečo, čo sa dá nosiť aj v bežný deň.“
- Hana

21. Tadeo Kolník Míra Hudecová

„Šaty sú vytvorené z pôvodne pánskeho saka a v tom štýle som sa ich snažil aj nechať. Veľký výstrih zvyčajne ženský dekolt má byť odkazom na ženskú. Inšpirácia za týmto outfitom spočívala práve v modernej emancipovanej žene, ktorá sa snaží svetu ukázať svoju rovnocennosť s mužom. Snažil som sa prekonať svoju vlastnú fantáziu a typický mužský prvok pretvoriť na niečo ženské. Chcel som poukázať aj na to, že pohlavie v móde nemá rolu.“



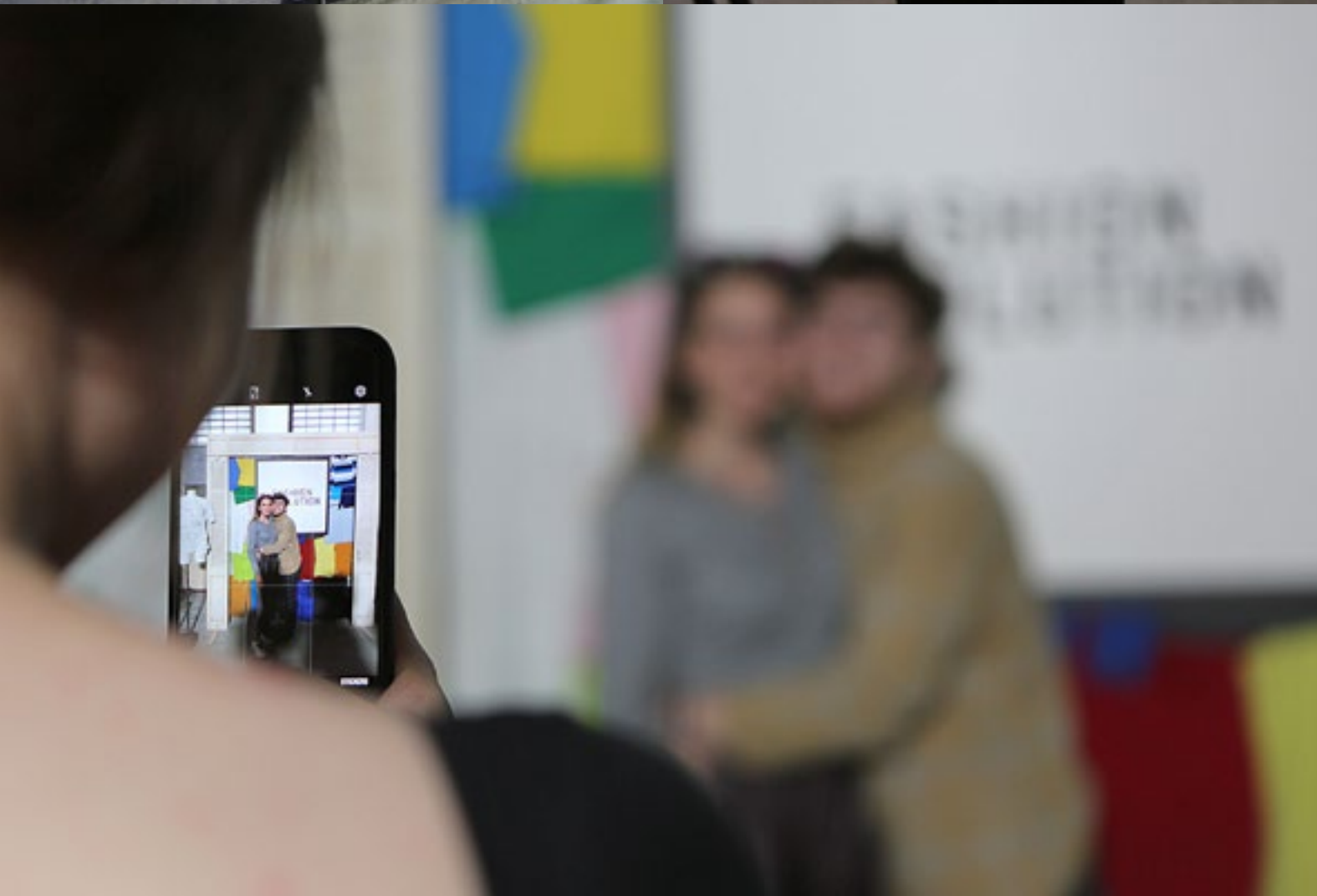
22. Emma Lachová, Míra Širgeľová Emma Lachová

„Chceli sme prostredníctvom nášho modelu poskytnúť nejaký odkaz spoločnosti. Použili sme v ňom aj plasty, ktorým spôsobom ich teda recyklovali. Spolu sme sa pustili do navrhovania a jedna bez druhej by sme to nedokázali.“
- Míra

10

ZA ROK SA NA CELOM SVETE
SPOTREBUJE 80 MIL. TON
OBLEČENIA

A KTO
VYROBIL
TVOJE
OBLEČENIE?



GALLERY EXHIBITION AT BRATISLAVA CITY WALLS

Another example is a gallery exhibition of clothing made through design mentoring. Exhibition took place in the outdoor spaces of Bratislava city walls and was organised by secondary school students of fashion design. As the program took place during the pandemic, only a limited number of people could participate.

The mentees created their event under the mentorship of event manager Simona Nečasová. They created an organising team and since their meetings were smaller, they could focus more on particular points.

The organisers had two proposals on how to



present their creations from design mentoring – a fashion show or an exhibition. The majority wanted an exhibition since they preferred an event where they wouldn't have to perform.

Simona and the organising team came up with a procedure and they discussed how the preparation was going to go step by step. The group dynamics changed

during the organisation of the event and the team members who were initially quiet and kept a low profile eventually took over the organisation of the event.

For their exhibition the organisers chose the outdoor spaces of Bratislava city walls which are basically in the city centre and can be easily reached by the public. These outdoor spaces were ideal with respect to the pandemic measures. The team reached out to the keeper of the walls and arranged a date, duration, and conditions for the exhibition. They got keys they were then responsible for and which they handed to each other as necessary.

The exhibition was supposed to present clothing individually,

but the organising team also designed a unifying element – a maxi dress from textile waste, which they sewed at school and the material was given to them by a local upcycling designer. It was arranged in such a way that it seemed that the individual clothing was coming out of that maxi dress. Clothing was displayed on mannequins with a handwritten or printed story about its creation.

The exhibition was installed by the organisers and Simona in the morning of the opening day. They installed clothing and prepared some refreshments they brought from their homes. The exhibition opening (vernissage) started in the afternoon and it was mainly for the participants' parents and friends.

The vernissage was opened by the mentors' from design mentoring – Martina Marekova, Katarina Peterova and Veronika Szalai. One by one the designers presenting in the exhibition told stories of their creative journey – from the first idea and collecting material, through sewing and overall creation, to the final product.

After the official opening of the exhibition, the designers remained close to their creations and discussed them with the visitors.

The exhibition lasted three days and as it was a public event, the organisers watched the place as there were no security officers.

Final evaluation meeting of organisers and Simona took place a few days later.



SWAP PARTY AND PRESENTATION OF CLOTHES IN KUMST BRNO

The Czech team knew from the beginning that they were planning and preparing a smaller community event for a specific audience. The team consisted of five participants of design mentoring under the leadership of mentor and educator Romana Tomášková.

Before their first meeting, Romana went through the team members profiles to find out what they did in their professional lives. Given the fact that there was a student, a recent graduate, and a working person, their working skills were used to the benefit of the whole event.

Romana met with the organising team in KUMST creative hub in Brno (CZ)

where the swap – clothes exchange – was supposed to take place (they used Doodle to arrange the meeting).

After the discussion, they met with the production manager of KUMST who presented the possibilities that the space offered and proposed nice weather and rainy weather versions of the event.

The team agreed that the swap would be a non-monetary zone and that its budget would be very limited as well. Together they discussed the nice and rainy weather scenarios:

- ° where the models would be presented,
- ° where clothes racks would be placed,
- ° where fitting rooms would

be situated,
° the overall functionality and atmosphere of the place so that the visitors felt welcome there (design tables and armchairs were used, aspects of independent art were everywhere around the yard).

One of the organisers was an architect which helped with efficient division of the space for the swap and the presentation of models.

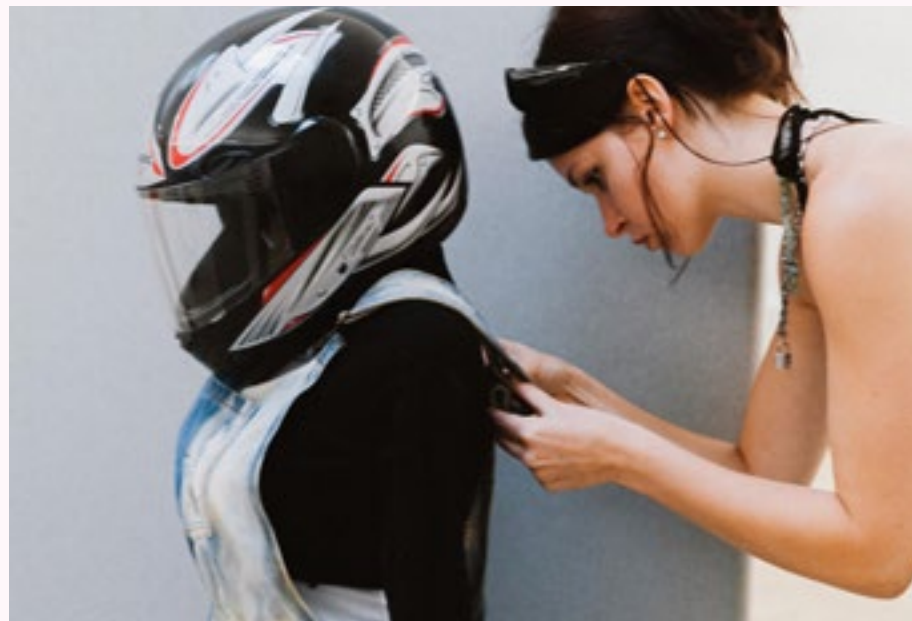
In the meeting, conditions of cooperation were agreed on as well as how the space would be handled once the event finished in order not to limit KUMST and its operation in the following days. The space could be used for free thanks to good relationships with the



mentor in the past and the non-profit nature of the event.

Because of the busy summer months and travelling, most of the following organising team meetings and distribution of tasks were held online in communication apps and on social networks. All important information and tasks were kept in Notion and files were stored on Google Drive which all the team members could access.

Detailed planning of the event started one month before it took place. At another meeting, Romana and the organising team distributed their tasks:



- one of the team members dealt with the space, its structures and use during the event and presentation of models,

- another was responsible for marketing and communication on social networks, creating an event and inviting guests maintaining the visual style the swap platform in Brno uses to communicate with the public,

- another was responsible for communication with KUMST representatives and for the clothes left after the swap,

- and another dealt with final fitting, styling, and presentation of the clothes and their placing.

Each participant had to prepare their garment in a presentable form and complement it with a portfolio and commentaries.

One day before the event, the team intensively communicated via social networks to make sure that everything was ready. They created a short schedule they then followed so that the clothing installation was perfect. They made sure that everything was all right in KUMST and that the café was ready for the event. They also placed Good Clothes, Fair Pay campaign posters in the spaces. This campaign has just been launched and it is one of the main campaigns of Fashion Revolution. Its goal is to change EU legislation to secure fair minimum wages for people working in the fashion industry. The team decided to support the campaign at that event because the projects are related and they support each other.

The swap itself started in the early afternoon and the organisers tended to the guests and sorted the clothes that had been

brought.

For the event itself, both indoor and outdoor spaces were used. The swap took place in the yard and the presentation in a beautiful functionalist hall in KUMST. At an appointed hour, Romana invited all the swap visitors inside where one of the designers, who mentored the whole process of creating the remade garments, introduced the project and its intended outcomes. Then they introduced their remade garments, the way they worked on them, and mood boards they based their work on.

The team commissioned a photographer who captured the event and the garments with their creators during the presentation. Romana posted photographs on her social media networks together with the team's pictures.



Once the presentation was over, the garments were displayed in a design showroom in KUMST for two weeks. Thanks to previous cooperation with Nadace Veronika (NGO), which donated clothes used for the garment remaking. Final garments were further displayed at their community event where 2000 more people saw them.

Therefore, the life of the remade garments didn't end with the final presentation, they were displayed on other occasions, and eventually found their way back to the organisers wardrobes. Once the event ended, one of the organisers added thank you posts on social networks along with photos taken by the photographer.

The last meeting was held a few days after. The team shared their feelings

and impressions and exchanged thanks as well as some critiques. The team also filled out a project evaluation questionnaire, and Romana closed the project hoping they would work together again in the future.

INSPIRATION AND TIPS

If you have a chance to visit an event which strives to be sustainable, make sure to go, to experience it yourselves. Don't be afraid to reach out to people with experience in organising sustainable events, they will be happy to share their know-how.

Non-profit organisation Punkt in cooperation with INCIEN – Inštitút cirkulárnej ekonomiky (Institute of Circular Economy) created an inspiring manual **Váš festival bez odpadu** (Your festival without waste), which is full of great tips on how to handle waste at an event. If you can, get inspired and visit their event called Dobrý trh (Good Market), the first zero waste festival in Slovakia:

<https://punkt.sk/project/zero-waste/>

A good example of a working zero waste concept is Tyršák city beach in Bratislava:

[Tyršák, pod' s nami na novú mestskú pláž! \(tyrsak.sk\)](https://tyrsak.sk)

On this website you can find some great articles and tips in English on how to implement sustainable events:

[New Sustainable Event Management \(2019 Edition\): A Free Guide to Better Green Meetings \(eventmanagerblog.com\)](https://eventmanagerblog.com)

And many inspiring materials are available at Fashion Revolution:

<https://www.fashionrevolution.org/resources/free-downloads/>
or
<https://www.fashionrevolution.org/about/get-involved/>

This Manual for Organising a Sustainable Event was
created and tested during two years.
Bratislava, Slovakia

First year

Mentor: Simona Nečasová

Mentees: students of various secondary schools in
Bratislava

Second year

Mentor: Simona Nečasová

Mentees: fashion design students from Spojená škola
on Tokajická street, Bratislava
Brno, Czech republic

Mentor: Romana Tomášková

Mentees: students and working young people with
interest in remaking clothes

SOURCES:

Heritage Center. 10 Ways To Make Your Event More
Sustainable. 2020. Available at: <https://www.earlebrown.com/sustainable-event-ideas/>

ISO. Sustainable events with ISO 20121. 2012.
Available at: <https://www.iso.org/publication/PUB100302.html>

About the author:

Simona Nečasová is a professional event manager working within Europe. She was the first Fashion Revolution coordinator for Slovakia and is dedicated to sustainability and positive development.

About the co-authors:

Martina Mareková is the Fashion Revolution coordinator for Slovakia. She runs her own slow-fashion brand Bartinki, and is active in educating young people about the fashion industry.

Romana Tomasková is a core member of Fashion Revolution in the Czech Republic. She works in PR at an ecologic institute Nadace Partnerství and lives in Brno where she organises regular swap parties and education activities for youth.

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These education materials were created in an Erasmus+ project devoted to today's fashion industry and its impacts on environments and societies worldwide. This project offers a program which includes a free online course and a series of 'how to' manuals showing how you can create its component parts where you live.

These materials were created for, and tested with, young people in Slovakia and the Czech republic. They are trilingual, open-source and available for adaptation for different groups in other places.

More on imperfections.recyclool.academy.

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