Sustainability plan

This sustainability plan takes into consideration:

- **mitigating climate change**
- **protecting nature, people, and culture**
- **cutting back waste and pollution**
- **communicating the aim and effort of International Directors Forum 2023**

1. Travel & Transportation

- Travelling to Finland is easy. Direct flights to Helsinki Airport (situated in Vantaa and only 10 minutes away from Heureka) are available from many countries. A 15 € carbon compensation will be collected from each participant and directed to the Finnish Natural Heritage Foundation.
- Sustainable means of public transportation (train and buses) is available from the airport to Heureka and also to Helsinki. Climate matters are an integral part of the planning, organization, and procurements of public transport within the Helsinki region transport system.
- The venue is located within walking distance from a public transportation station (local train and bus stops at Tikkurila).
- A contribution to offset the carbon footprint of travelling to the Forum will be added to the registration fees. The carbon compensation total will be donated to a local organization Finnish Natural Heritage Foundation to buy old-growth forest in the Kivimäki area in Kuopio, eastern Finland**.**

Images: Kivimäki area is protected by Finnish Natural Heritage Foundation. @Harri Hölttä
https://luonnonperintosaatio.fi/suojelualue/kivimaki/

2. Accommodation & Venue

- Accommodation with easy access to the venue: the nearest hotel is within walking distance and other hotels are accessible by public transportation.
- The recommended and pre-booked Sokos Hotels are the most sustainable hotel chain in Finland according to the annual Sustainable Brand Index study.
- New materials and appliances purchased for the Forum at Heureka are reusable.
- Accommodation and venue staff training and working policies are sustainable.
- Accessibility for all is ensured.
- Guests and staff are aware of any emergency plans.
- Safety at the venue: disinfectant and face masks available and recommended.

Image: Heureka, the Finnish Science Centre hosts the forum.

3. **Food & Beverage**
   - Selecting the suppliers preferring local and regional, recycled, and renewable choices.
   - Basing the caterer selection on their sustainability credentials, both environmental and social. The Science Restaurant at Heureka is run by Kanresta, which has EcoCompass environmental management system (EMS) and a certificate.
   - Considering the menus; preference for local, fair trade, serving only vegetarian food and fish at Heureka (14.-16.11.) and at Hanaholmen (dinner 16.11.)
   - Avoiding food waste.

Images: The Science Restaurant at Heureka has an EcoCompass certificate.
https://ekokompassi.fi/briefly-in-english/

4. **AV & Material Production**
   - Minimizing the use of printed material.
   - Preferring digital applications for invitations, registration, and event documents.
   - Minimizing materials made of raw resources like paper, plastic, wood, etc.
   - Considering every purchase and, if possible, ordering products and services that have less impact on the environment, save natural resources, materials and energy, and are similar or better.
   - Once the materials are discarded, they go recycled and re-used.

5. **Experience Design & Communication**
   - Respecting human rights and not tolerating discrimination based on gender, sexual orientation, race, religious beliefs, culture or diseases.
   - Choosing the content and speakers so that they reflect diversity.
   - Pre-selecting the suppliers according to their sustainability credentials or willingness to improve sustainability performance.
   - Ensuring diversity, inclusion, human rights protection and any corporate policy.
   - Considering the social legacy of the event.
   - Communicating the event sustainability to your audiences.
   - Ensuring that all partners and employees are fully aware of our sustainability commitment, goals and policies.
   - Using our reputation for the wider promotion of events that are responsible for the environment, society and participants.

6. **Performance Documentation**
   - Performance is reported transparently.

7. **Recycling in Finland**
   - Sorted wastepaper from Heureka gets delivered to paper factories, where it is used in paper production. For example, newspapers and paper towels can be made out of recycled paper.
   - Different kinds of plastics are separated at the plastic refinery. Sorted plastic is used in the production of recycled plastic products. Plastic types that are unusable for recycling are used in energy production.
   - The canvas of the rollups and beach flags will be used to produce bags for Heureka Overseas Productions to be given away at the next Ecsite conference.
   - Food waste is recycled as biowaste. Biowaste is composted at an eco-industrial center and used in soil production. Biogases formed in decay processes are collected and used in electricity and heat production.

Image: The waste produced at the forum gets recycled.

8. Water and energy

- Heureka uses energy that is produced with 100% renewable energy sources. Heureka uses district heating produced by Vantaan Energia. The heat is produced alongside electricity in power plants and gets distributed via a water pipe system. The benefits of district heating include sustainability, as it enables the use of waste heat.
- There are solar panels on the roof of the building producing renewable energy.
- High quality drinkable tab water comes from Lake Päijänne in Central Finland, along the Päijänne water tunnel. Raw water is purified at a water treatment plant and water quality is regularly monitored.
- Wastewater is treated at a water treatment plant before being discarded. Excess nutrients are removed from the water, and sludge is collected and used for soil and biogas production.

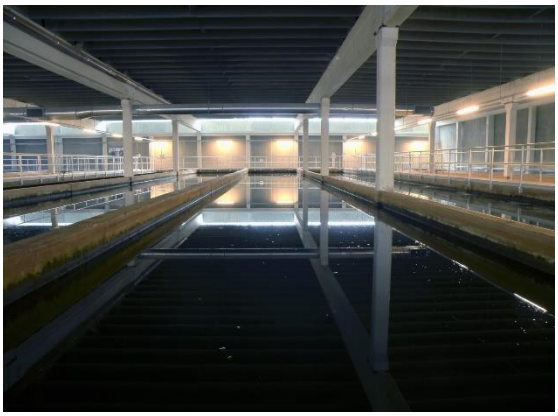

Image: Pitkäkoski water treatment plant. @Smerikal (CC BY-SA 2.0 DEED) via flickr

Images: Drinking water in the Helsinki region comes from Lake Päijänne. @Kallerna (CC BY-SA 4.0) via Wikimedia Commons