

Ambiente Servizi

Environmentally friendly events

Issues at stake:

In line with the European and national legislation and in accordance with its environmental policy, Environment Services considers that the reduction of the production of non-recyclable waste is the basis for living in a society that is more sustainable. As part of measures encouraging the collection and promotion of awareness-raising and environmental information, the company wishes to promote proper management and sustainable waste during the holidays, festivals and events in general in order to achieve the following objectives:

- Reduce the production of non-recyclable waste in these initiatives;
- To increase and enhance the collection;
- Use of festivals and events such as a vehicle to promote environmental awareness of the participants;
- To orient and sensitize the community to understand the importance of virtuous choices and behaviors in the environmental field.

Lessons learned:

The waste management should be aimed at reuse and recycling also outside the home. In this context, support the use of compostable cutlery in festivals and public events, where waste management is often a problem, it is an important action to foster a virtuous cycle that can enhance the traditions of the area by promoting sustainable lifestyles and practices .

Description of best practices:

In order to improve the management of waste at village festivals and events in the area, reducing the production of non-recyclable waste and by raising awareness of an ever increasing recycling, Environmental Services provided from 2009 to associations ecological cutlery kits, or forks, knives, and plastic cups of vegetable origin and cellulose, to confer with food debris. The « environmentally friendly events» have, over the years, further consolidated to cover events in thirty municipalities. Remarkable therefore the success of the proposal, once on one side to always dispose of less waste in landfills, but at the same time to make the organization of events even less complex. The figure confirms that municipalities and associations in the area served by Environment Services are year after year more sensitive to environmental issues: public demonstrations are indeed a great opportunity for environmental education «on-the-spot», as they allow you to bring the family to the problem of growing waste production and the daily practice of the separation of the same, as well as energy saving and environmental protection. The objective of the «ecofeste» is to permanently escape from addiction and logic throwaway to promote a present and a sustainable future.