

GOETHE-INSTITUT PRESENTS



# INSPIRADOR1.2

INTERNATIONAL GUIDELINES FOR SUSTAINABLE CULTURAL MANAGEMENT



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## PRELUDE

### **What's so inspiring?**

What is it that inspires and surprises you, that sticks to your mind, that you want to experience often because it motivates you to become a better person; that is both so clever and obvious that it makes you hit yourself in the head and say: "Why didn't I think of that long ago?"

Like a recipe that you had tried out with your friends and to which you now give your own touch at home; or the story of someone who, almost without resources and against all odds, accomplishes something great; or that brilliant idea that although it takes a lot of work to accomplish, makes a lot of people "light up".

In encountering people who display inspiring ways of acting, we felt the desire to put their differentials down on paper. *Inspirador, Guidelines for a Different Cultural Production* was born in 2015, was led by Goethe-Institut São Paulo and supported by the Brazilian Ministry of Culture.

After some years of being in circulation, we thought that it could be interesting to think of the practices in a broader way, collecting initiatives from all over the world. Therefore, it is with joy that we present the 1.2 version of the *Inspirador – International Guidelines for sustainable cultural management*. This second version is again supported by Goethe-Institut.

*Inspirador* was collectively made by cultural managers based in São Paulo (Brazil,) now with new additions and international collaborations. In thinking of sustainable and alternative ways to produce culture, many producers shared their good practices and references, which compose the content of *Inspirador 1.2*.

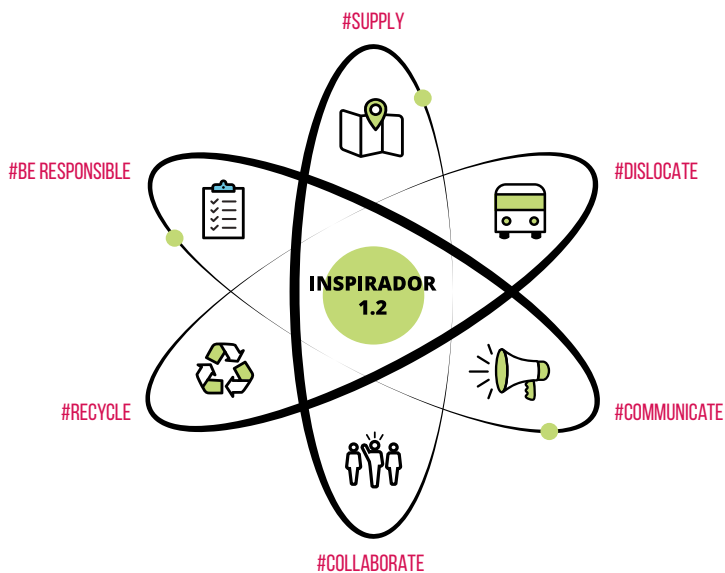
...

The aim of *Inspirador 1.2* is indeed to inspire people to make cultural productions, events, and management, in a more conscious way. Based on the Portuguese version, we were invited to expand the first *Inspirador's* reach by translating it into English, updating the tips, and searching for international examples and references. We believe that, as a result, we have achieved an interesting hands-on *Inspirador 1.2* and we are glad to share it with the world.

### **How to use this guide?**

Guided by the actions themselves, this guide was structured through hashtags (#) that represent the fields of action for various phases of the chronogram of production. The practices cross over and complement one another, offering a holistic look on the organization of events.

Just like *Inspirador*, the *Inspirador 1.2* was also thought of to be used either digitally or in the printed format. For it to be taken to the field, scribbled, shared with the team, and “checked-off”; for you to not forget (almost) anything; to give that luminous tip, to be the compass for complex decision-making, to rescue the passion for the event at the peak of madness.



This guide cannot even deplete itself: it serves for you to elaborate your own practices while solving the puzzle (or, as we say in Brazil, “to peel a pineapple”, which denotes the effort of solving a difficult problem), and to share it with the world.



SUPPLY THE EVENT WITH INSPIRING IDEAS AND PRODUCTS THAT VALUE THE PARTICIPANTS' AND LOCAL COMMUNITY'S WELL-BEING.



## 1 SELECT A LOCATION

Find locations that share the same essence and concept as your event.

### HOW?

How much space do I need? What are existent partner locations? What is an adequate space for my budget?

### LIFE-SAVING TIPS

- View the location and surroundings beforehand.
- Search for access and possible alternative routes.
- Familiarize yourself with the location's land-use regulations.



**Peerspace** is an online service to find creative spaces in cities around the world: [www.peerspace.com](http://www.peerspace.com)

## 2 FREE DRINKING WATER

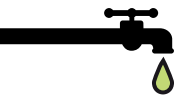
Drinking water is as essential as breathing, and to provide it at an event is a very generous attitude to have.

### HOW?

Provide a water fountain or public water filter dispenser.

### LIFE-SAVING TIPS

If there is no water fountain in the space, this could be a great legacy to leave behind.



Free your event from bottled water: [goo.gl/21oDSp](https://goo.gl/21oDSp)

### 3 EATING WITHOUT WASTE

Food always makes sure people are more comfortable to stay for as long as they wish.

#### HOW?

Engage with initiatives that cater food in an innovative and conscious way. Find out which establishments sell food nearby.

#### LIFE-SAVING TIPS

- Offering vegetarian food is kind, inclusive, and has less of a carbon footprint.
- Find out what are the vegetables and fruits that are in season.
- It is also very nice to reutilize leftovers.

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**Inglorious food** is a campaign that promotes the consumption of imperfect fruits and vegetables instead of throwing them away:  
[www.vimeo.com/98441820](http://www.vimeo.com/98441820)



1

GO TO THE MARKET AT THE END OF THE DAY.



2

TALK WITH THE MARKET VENDORS AND LOOK FOR FOOD THAT IS STILL USABLE.



3

LOOK FOR RECIPES THAT USE THESE INGREDIENTS.

### 4 LOCAL PRODUCTS

Find out which products are local and amplify the event's capacity to be sustainable.

#### HOW?

Get to know the region's commerce, find out about regional products and useful services.

#### LIFE-SAVING TIPS

Activating the surrounding network of commerce saves on transport and enhances collaboration, communication, and partnerships.



## ALTERNATIVE FORMS OF PAYMENT

Define and communicate the politics of entrance: Is it a free or a paid event? What are the forms of payment? This way, the public can come prepared to pay with either cash or card, for example.

### HOW?

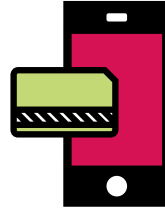
As soon as the budget and location are chosen, define the costs of the event and communicate them in advance.

### LIFE-SAVING TIPS

Check the legislation and the previous events that have been organized in the proposed location (usually, events in public spaces are free).



Mobile phones can be used as card swiping machines! There are some apps that, when downloaded on the phone, can serve the same function as card swiping machines. Tip: watch out for the taxes, they can be high!



## LEGACY AND QUALIFICATION OF THE SPACE

Leave the best possible impact in the location, define the structure according to the idea of eventually having some continuity, and think with the whole crew about how you can leave the space in better conditions after the event.

### HOW?

Map the surroundings: who spends time there, how people see the location, and what would be a possible legacy to leave behind.

### LIFE-SAVING TIPS

Find out what are the location's and surrounding community's biggest needs. Water fountains and bicycle racks are very nice things to leave behind.





## 7 BATHROOMS

To care about the bathrooms is to care about the people's well-being during the event.

### HOW?

Map out the existent available bathrooms.

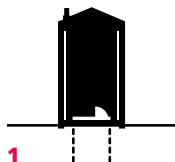
### LIFE-SAVING TIPS

If there are not enough bathrooms, you can rent some and also map out bathrooms from partners in the surroundings.

+

Compost toilets can be an excellent legacy.  
This is how they are built:  
[goo.gl/vVKYzk](http://goo.gl/vVKYzk)

### HOW DOES A COMPOST TOILET WORK?



**1**  
THE COMPOST TOILET CONSISTS OF TWO CONTAINERS: ONE OF THEM REMAINS OPEN, TO BE USED, WHILE THE OTHER REMAINS CLOSED.



**2**  
AS THE CONTAINER GETS FILLED, THE TEMPERATURE RISES AND THE BACTERIA BEGIN TO TAKE ACTION, DECOMPOSING THE FECAL MATTER.



**3**  
AFTER USE, THE OPEN CONTAINER MUST BE FILLED WITH DRY MATERIAL (E.G. SAWDUST), WHICH PREVENTS ODORS, PROTECTS AGAINST INSECTS, AND ACCELERATES THE COMPOST PROCESS.



**4**  
WHEN ONE OF THE CONTAINERS IS FILLED, WE CLOSE THE VASE WITH A HEAVY LID AND START USING THE OTHER ONE. THE TIME THAT IT TAKES TO FILL UP A NEW CONTAINER

IS ENOUGH SO THAT THE FECAL MATTER IN THE OTHER CONTAINER TURNS INTO FERTILIZER. WE CAN EMPTY IT AND APPLY IT TO GARDENS.

## 8 SAVING ELECTRICITY

Saving power is essential for the planet.

### HOW?

Look for renewable sources of energy.

### LIFE-SAVING TIPS

Power-generating bicycles, wind turbines.



= 400 W/H



= 100 W/H



= 5 W/H



= 150 W/H

+

How to build a bicycle generator:  
[goo.gl/tBmaF9](http://goo.gl/tBmaF9)

+

SOMETIMES LESS ELECTRICITY CAN PRODUCE THE SAME AMOUNT OF POWER. LED-LAMPS, FOR EXAMPLE, LAST LONGER.



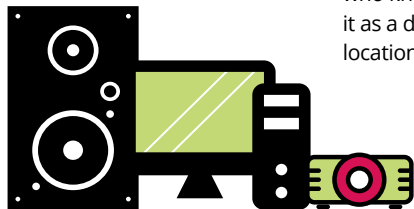
Decide whether it is best to buy, borrow, share, or rent the equipment.

### HOW?

Depending on how many days the event will last for, it might be more worthwhile to buy the equipment than to rent it, and, who knows, maybe even leave it as a donation/legacy at the location.

### LIFE-SAVING TIPS

A good option is to look for local producers who are willing to share equipment.



Recently published research shows that culturally diverse teams are smarter than homogenous teams. Working with people who are different from us challenges us to see from other perspectives.

### HOW?

Make sure your team and your event contemplate ethnic, racial, and gender diversity.

### LIFE-SAVING TIPS

- Promote overall diversity in the events and in the recruitment of the production team.
- NGOs and community associations can be helpful.



This guide provides a check-list to assure equity and diversity in your event  
[goo.gl/xQUUAo](http://goo.gl/xQUUAo)

This website provides jobs specifically for refugees, believing that the integration of refugees into the workforce is an important task for our society today.  
[www.careers4refugees.de](http://www.careers4refugees.de)



## INSPIRADOR 1.2\_

# #DISLOCATE

MOBILITY IS A MAJOR TOPIC CONCERNING SUSTAINABILITY NOT ONLY FOR CITIES, BUT ALSO FOR EVENTS. INCLUDE CLEAN MOBILITY AS A PRIORITY IN THE EVENT.



### 11 FACILITATING ACCESS FOR ALL

Improving accessibility and clearly communicating these means of access gives the audience a sense of security about how to reach the event.

#### HOW?

Find out about the accessibility for children, older people, wheelchair users, the blind, the visually impaired, and others with special needs. You may also want to welcome pets.

#### LIFE-SAVING TIPS

- Check access ramps.
- Organize a children's program.
- Provide audio guides.



This accessible **Event Planning Guide** can help you plan your event:  
[goo.gl/Jlhxj6](https://goo.gl/Jlhxj6)

### 12 TEAM TRANSPORT

Plan everyone's roundtrip mobility for safety.

#### HOW?

Check the offers of transportation for everyone to return home after the end of the event, and research the possibilities.

#### LIFE-SAVING TIPS

Display the timetables of the public transport in the surrounding area as well as the nearby taxis that are available during the hours of the event.



Develop partnerships with taxi apps so as to offer discounts for the team and event attendees. This could ensure safe accessibility for the audience.

## INCENTIVES FOR CLEAN MOBILITY

Motivate the audience to dislocate in a way that generates less environmental impact.

### HOW?

Guarantee discounts and facilitate things for those who collaborate, communicate possibilities for intermodal transport and offer reductions for people who use it.

### LIFE-SAVING TIPS

- Reduced prices for cyclists.
- Free storage for skateboards and skates.
- Bicycle stands.

#### PROMOTE INITIATIVES LIKE DISCOUNT COMBOS FOR BIKERS



GO BY BIKE



TICKET



DISCOUNT



How to organize a walking event:  
[www.goo.gl/xdcTxE](http://www.goo.gl/xdcTxE)

**Bike Anjo** is a community that teaches how to ride a bike and how to improve your cycling, route recommendations, how to commute together in traffic, tips, and much more. [bikeanjo.org](http://bikeanjo.org)

## BICYCLE STANDS

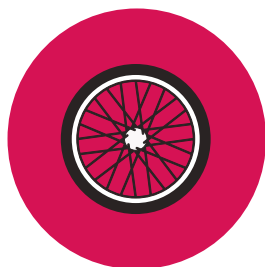
When the audience knows that there will be an appropriate place to keep their bikes, they feel safer and more motivated to use clean transportation to go to the event.

### HOW?

Provide bicycle stands and covered parking places that assure bikers.

### LIVE-SAVING TIPS

- There are several models and possibilities to build a bicycle stand using cheap materials.
- Don't forget to communicate to the audience that the event is bike friendly.



This website of the transport system in Munich can give you both the best bike route available, as well as the quantity of CO2 that is saved and the amount of calories that are burnt.  
[goo.gl/j7Kzgd](http://goo.gl/j7Kzgd)

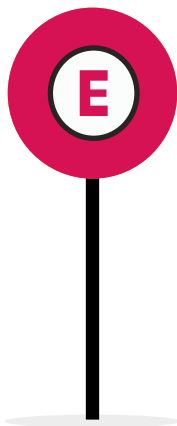


Some possibilities to build your own bicycle stand  
[goo.gl/1EjV2x](http://goo.gl/1EjV2x)

The production team should be aware of the onsite parking situation, and provide appropriate directions on the event's website.

**HOW?**

Map out all of the available parking spaces and parking garages onsite and in the vicinity.

**LIFE-SAVING TIPS**

- Activate local partners who could provide parking spaces.
- Make arrangements with private car parking lots.



As being an example of a sustainable festival, Glastonbury Festival promotes car sharing and a complete mapping of the parking spaces. Well done! [goo.gl/Q4O776](https://goo.gl/Q4O776)



IT IS THROUGH COMMUNICATION THAT THE EVENT WILL REACH ITS AUDIENCE: IT CONSISTS OF THE PROMOTION, THE DIFFUSION OF INFORMATION, AND THE EVENTUAL REGISTRATION OF THE EVENT (PHOTOS, VIDEOS, ETC.).

## 16 TARGET AUDIENCE

The first step to decide on how to talk about the event, is to know who you are talking to.

### HOW?

An online survey among participants helps determine the target audience, which in turn indicates the kind of language to be used.

### LIFE-SAVING TIPS

- Do your research in advance, it helps in planning the event.
- Submit the survey to your social media followers and e-mail subscribers.
- Motivate participation with a prize or reward.



Forms for online surveys:

- [typeform.com](https://www.typeform.com)
- [docs.google.com](https://docs.google.com)
- [de.surveymonkey.com](https://de.surveymonkey.com)

## 17 CHANNELS AND LANGUAGES OF COMMUNICATION

Check through what channels and what language can you best reach the desired audience.

### HOW?

Channels should be chosen according to the age of the target audience.

### Be inventive in spreading the word!

Rely on unusual forms of communication: ads on bicycles, t-shirts, stickers, kites, performances, jingles...

**Be inventive!**



## BUDGET AND EXPECTATIONS

The bigger the expected audience, the steadier and more creative the dissemination should be. Financial resources should increase in proportion to the expected audience.

### HOW?

Obtain cost estimates for print and for online dissemination:

- **Content** – photos, texts and videos
- **Form** – design
- **Publication** – paid ads, public relations, etc.
- **Distribution** – if required

Think of all of your friends and family as part of a big network: mobilize everyone who is involved with the event as potential communicators.



## TRANSPARENCY

The more transparent the process, the more engaged the team will feel.

### HOW?

Organizing the event with an open access to information strengthens the team spirit and the relationship with external suppliers.

### LIFE-SAVING TIPS

Make documents – for example, an overview of appointments, telephone numbers and budget sheets available online, and share the link with the whole team.



Etherpad allows you to edit documents collaboratively in real-time. And the best part: it is open source!  
[www.etherpad.org](http://www.etherpad.org)

The content can go beyond just being mere information about the event: it can provide interesting information about the context. The content is essentially what makes you want to do the event, what moves you, your enthusiasm on the topic.



### HOW?

Research content that is of interest for the target audience: information related to the theme of the event, for example.

**The Guerrilla Girls** are feminist activist artists who use communication as artistic content.  
[www.guerrillagirls.com](http://www.guerrillagirls.com)

### LIFE-SAVING TIPS

Use multiple resources: texts, videos, photos...

- Invest in the production of images: photos and videos spread the word faster in social media.
- Look for innovative references that stand out in the crowd. Something different is always a plus!

An aesthetic identity, with a convergent language and content, facilitates the event's concept.

### HOW?

Operate with a unified identity on all communication channels, coordinate them and assign someone to overview it all as a whole.

### LIFE-SAVING TIPS

Create and share a visual identity guideline that contains the specifications – for example, fonts, colors, text blocks and styles, logos, uses of image etc.



### OPEN-SOURCE FONTS

You can find on the internet great fonts for free. A few links:  
[www.losttype.com](http://www.losttype.com)  
[www.fontfabric.com](http://www.fontfabric.com)  
[www.fontspring.com](http://www.fontspring.com)  
[www.google.com/fonts](http://www.google.com/fonts)

T U I ≡



The press must be informed about your event in advance. Tip: spontaneous media creates more credibility than paid media.

**HOW?**

Hire a professional press representative, make a press release of the event and send it to journalists (use your articulation network for contacts).

**LIFE-SAVING TIPS**

Your own contact network should be considered a powerful communication tool.

### 5 BASIC TIPS TO MAKE AN INSPIRATIONAL PRESS RELEASE

1

FOCUS ON WHAT IS INTERESTING AND DIFFERENT ABOUT THE EVENT.

2

BE OBJECTIVE: GO STRAIGHT TO THE POINT AND EXPLAIN WHAT IT IS ABOUT.

3

BE OBJECTIVE ABOUT THE SERVICE THAT IS BEING OFFERED: WHEN, WHERE, AND AT WHAT TIME WILL IT TAKE PLACE? THIS INFORMATION MUST APPEAR IN A CLEAR MANNER.

4

DISPLAY PHONE NUMBERS AND E-MAILS SO THAT IT IS EASY FOR THE PRESS TO GET IN TOUCH WITH YOU.

5

PAY ATTENTION TO THE LANGUAGE: GRAMMAR MISTAKES GIVE OFF A BAD IMPRESSION.

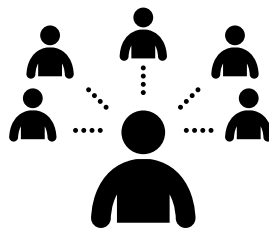
Communicating the sustainable goals of the project inside the team creates trust and commitment between those involved.

**HOW?**

Organize workshops and events for the team and collaborators (suppliers, sponsors).

**LIFE-SAVING TIPS**

It is also nice to organize the event in a collaborative and open way online, so that everyone can follow it.



Instead of changing hundreds of emails to set up a meeting, you can use this pool generator.  
[www.doodle.com](http://www.doodle.com)

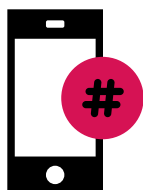
In order to broaden the reach of the diffusion, it is nice to count on an engaged team that can cover the event in real-time.

### HOW?

Develop real-time communication strategies for the event, such as the use of hashtags and social media diffusion. Stimulate a collaborative coverage, putting up posters for the public to participate.

### LIFE-SAVING TIPS

- Create a hashtag for your event.
- Facebook and Twitter are the tools that are the most used for this.
- Provide free Wi-Fi for the event.
- Promote a workshop on network communication for the team.



Techniques for **Live Tweet**  
Curation: [goo.gl/kr16Ou](http://goo.gl/kr16Ou)

Involve the participants in the process, communicating which sustainable measures will be taken at the actual event, what stimulates the continuity of good practices and makes the action more collaborative.

### HOW?

Explaining some of the choices made for the event (such as: where does the trash go afterwards, the measures taken to save energy, etc). Also give out the “recipe” of how all of these measures can be applied and multiplied onto other places and events.

### LIFE-SAVING TIPS

Make posters and hang them around the actual location, explaining about the sustainable initiatives of the event. For example, is there a reutilization of the water? Are the cups returnable? Is there a separation of the recyclable waste?



**The Noun Project** offers nearly 1 million icons. Surely, you will find the right ones to use for your event communication.  
[www.thenounproject.com](http://www.thenounproject.com)

### FRIENDLY GUIDANCE SYSTEM

Basic labels that must be included in your event: bathrooms, water fountain, and public transport. Post signs in the surroundings as well, signaling the way to your event!

## LURE THE AUDIENCE

To create a long term relationship with the audience is to offer interactive content and to invite them to be an active part of the process. Always with love.

### HOW?

- Use social media for dialogue and profiling and get to know the audience's preferences.
- Set up contact e-mail addresses.

### LIFE-SAVING TIPS

An event should have:

- A Facebook page and a Facebook event, and the page should be regularly maintained, even when an event is not currently happening.
- Depending on the size of the event, it can also have its own website and apps.



This TEDx post-event check list may inspire you to keep in touch with your audience in several ways.  
[goo.gl/qo7tov](http://goo.gl/qo7tov)

## THANKING AND FEEDBACK

Thanking the audience and asking for their feedback motivates the team and allows the members to recognize opportunities for improvement.

### HOW?

- Send feedback requests by e-mail.
- Publish a summary of the feedback.
- Create a participative mural to be written on with feedback, and have the team members be available for dialogue.



**HOW?**

Work digitally and print only if necessary.  
Make hand-painted posters on cardboard. Harness the entire team and give their creativity free rein.

**LIFE-SAVING TIPS**

Our **guidelines!**

**IDENTIFY AND PROMOTE THE BEST PRACTICES**

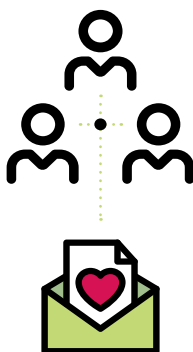
Recognize the team for their commitment and contributions.

**HOW?**

Express your gratitude to all so that the circulation of best practices continues.

**LIFE-SAVING TIPS**

- List the best practices of the team.
- Write a thank you note to the participants.
- Regular get-togethers, even after the event, strengthen everyone's commitment.





HOW DO WE DEVELOP THE CONCEPTION, PLANNING AND PRODUCTION OF AN EVENT IN A FAIR AND COLLABORATIVE WAY?

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## A FAIR SCHEDULE FOR EVERYONE

Feasible deadlines for service suppliers and contributors generate more sustainable and creative solutions.

### HOW?

- Start planning on time.
- Ask contributors about deadlines.
- Agree on a timetable and communicate it to all of those concerned.
- Meet deadlines so that the project remains credible and the team is relaxed.

### LIFE-SAVING TIPS

Use collaborative softwares for project management.



Some free and useful project management softwares tips:

**[www.groupcamp.de](http://www.groupcamp.de)**

**[www.trello.com](http://www.trello.com)**



## 31 CO-CREATION

Co-creation simplifies teamwork because people with different visions and professions bring together multifaceted knowledge.

### HOW?

- Engage an interdisciplinary team.
- Enlarge the active network.

### LIFE-SAVING TIPS

There are various methods for bringing about participation. One of these is the World Café, which helps disseminate ideas for solving problems.

### HOW DOES THE WORLD CAFÉ WORK?

1



The group defines the topics to be discussed.

2



Small groups are formed, and they divide the topics among themselves according to their interests.

3



After about half an hour, all of the members, except for one, switch groups and the one remaining seated tells the new members what has already been discussed.

4



After everyone has been through each small group, compile all of the ideas. This process is called "harvesting". It has been proven useful to record the harvesting.



Guidelines for organizing a World Café: [www.worldcafe.eu](http://www.worldcafe.eu)  
Other ideas for co-creation: BarCamp, Open Space, Fishbowl.

## 32 MAPPING OF NEEDS AND RESOURCES

Establishing a conscious use of resources from the beginning prevents waste and extra costs.

### HOW?

Together with the team, outline the tasks, services and products that will be needed in their appropriate quantities and within the framework of the schedule.

### LIFE-SAVING TIPS

Hang a large piece of paper on the wall and write down everything that will be necessary, where and how to get it, and who will be responsible for providing it.

Shareable digital task manager: [www.wunderlist.com](http://www.wunderlist.com)



## SUPPORT LOCAL SHOPS, RETAILERS, AND SERVICE SUPPLIERS

Partnerships with local companies reduce the CO2 footprint and further engage the surroundings = more mobility.

### HOW?

Get to know the suppliers in the area and create incentives for getting services and products from them. This measure saves on logistics and promotes smaller players.

### LIFE-SAVING TIPS

As soon as the venue is chosen, explore the surrounding area, note the suppliers, and get to know them personally.



### HOW BIG IS YOUR CARBON FOOTPRINT?

Almost every activity contributes to the emission of greenhouse gasses. The CO2 footprint measures the amount of CO2 and other harmful gases that are released into the atmosphere.

CALCULATE YOUR FOOTPRINT:

[www.footprint.org.uk](http://www.footprint.org.uk)



## AWARENESS OF THE PRODUCTION CHAIN OF SERVICES AND PRODUCTS

Prioritize products and services that are produced in a just way; build up a network that values work that is clean.

### HOW?

Map out the chain of production.

### LIFE-SAVING TIPS

- Talk with local suppliers to understand where products and services come from.
- Research online (it always helps).



**Fair trade** is an alternative approach to conventional trade based on a partnership between producers and traders, businesses and consumers.

[www.fairtrade.net](http://www.fairtrade.net)

## NETWORK FOR THE EXCHANGE OF MATERIALS

Once materials and equipment are purchased, it is best to make full use of them and to later reuse them.



Materials can be obtained **cooperatively with other groups** for joint use; this saves on costs and storage space and reduces consumption.

### HOW?

Consider how you can use the material that was obtained again in another upcoming situation, and activate you contact network by e-mail and through online social networks, offering up what has been left over from your event.

### HOW TO START A SHARING NETWORK

1



At the beginning of the production, consult friends who produce to know what equipments they have available.

2



Use the borrowed material and guarantee its maintenance.

3



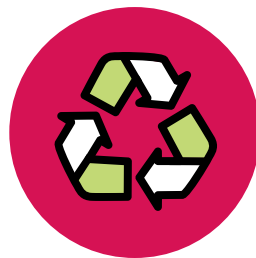
At the end of the event, write to these friends stating what you have available to lend out.



Borrow things you need from people in your neighborhood  
[www.peerby.com](http://www.peerby.com)



RECYCLE AND THINK OF PRACTICES THAT BREAK WITH THE LOGIC OF CONSUMPTION AND ENCOURAGE COOPERATION.



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## RECYCLABLE OR REUSABLE PRODUCTS

Every year about eight million tons of plastic are dumped into the ocean. The use of reusable products reduces the production of waste.

### HOW?

Start an awareness campaign and suggest, for example, that the attendees bring their own drinking cups to the event.

### LIFE-SAVING TIPS

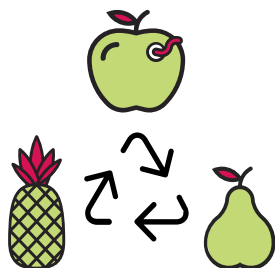
Use permanent markers to put names on the plastic cups, so that only one cup needs to be used per person.



+

Goedzag is a sustainable trash bag for discarding unwanted items in good condition, in the hope that they'll be picked up by a new owner instead of ending up at a landfill.  
[goo.gl/AOA2SX](https://goo.gl/AOA2SX)

According to a report by the Food and Agriculture Organization of the United Nations, 1.3 billion tons of food are wasted every year. Many food items can be fully utilized without any waste.



### HOW?

Look for recipes that use all parts of the food product, and choose vegetables and fruits that are not “perfect”, but that are still suited for consumption; it is also important to estimate the number of people who will attend the event and to calculate the necessary amount, so as for there to not be any leftovers. Another way to collaborate is by buying foods that are almost at their expiration date.

### THIS COULD HELP

Look for tips on how to use food products in their entirety, for there not to be any waste!

**The Instituto Guandu** collects trash from several restaurants around São Paulo and transforms it into a high-quality fertilizer, that is then used in urban gardens throughout the city: [goo.gl/mhchnQ](http://goo.gl/mhchnQ)



Set yourself the goal of recycling, reusing and/or sharing everything that is possible. Map out the existent services in the area that will be needed for the event, and find out which of the following services are accessible: recycling centers, cooperatives, and waste collectors.

### HOW?

Get in touch with local actors (associations and collectors) who work with solid waste and communicate the initiative to the audience.

Prioritize companies that value the care for the environment, their employees, and the production chain. It is important to take this into consideration already in the budget planning!

**HOW?**

Research online whether the company has received positive feedback.

**LIFE-SAVING TIPS**

Observing the processes of your trusted providers and proposing improvements can make these partners rethink some of their practices and make their services and products even better.



Guide for organizing large events, with small footprints: [goo.gl/NErz88](https://goo.gl/NErz88)

**Arcola Theatre** is the first carbon-neutral theatre with pioneering environmental initiatives.  
[goo.gl/YpA8aM](https://goo.gl/YpA8aM)

# #BE RESPONSIBLE

ENSURE THAT ALL PRODUCTION PHASES ARE PLANNED FROM THE POINT OF VIEW OF BEST PRACTICES, THUS CREATING A RELATIONSHIP OF TRUST BETWEEN THE TEAM, THE COOPERATION PARTNERS, AND THE AUDIENCE.



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## FORWARD-LOOKING PLANNING

Good planning ensures an event's good functioning. Prevention is the best formula.

### HOW?

Make a list of possible challenges that may come up and think of solutions in advance.

### LIFE-SAVING TIPS

This list can be made in websites of project management, which facilitate the planning and the team's management.

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Some free online project management tools:

- Wrike
- Teamweek

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## THE "TIME FACTOR" IN PLANNING

The more time you have to organize things, the cheaper and the better they will be.

### HOW?

Set up a schedule as soon as the scope of the project is defined – that is, while still in the pre-production phase – and follow this plan as well as possible.

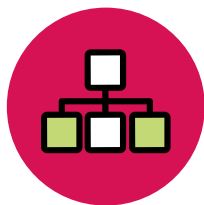
### LIFE-SAVING TIPS

- Plan delays from the very first chronogram: this ensures a certain tranquility when unexpected events come up.
- Every time that an unexpected occurrence takes place and causes delays, redo the chronogram.



## DISTRIBUTION OF TASKS

It is important to determine who is responsible for what range of things, and to clarify it to everyone involved.



### HOW?

Make a document with the function of each participant, in a mutual agreement between all parts, to be signed by all. It is very important that this stage is approached as a joint decision to form partnerships, for the well functioning of the project and the creation of long-term relationships.

### LIFE-SAVING TIPS

There are document templates for the distribution of tasks that can be found on the internet.

## TEAMWORK

A horizontally organized team is usually more committed to the work, combining knowledge and efforts.

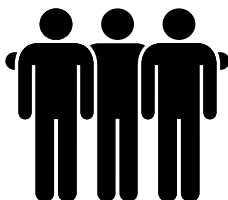
### HOW?

Create an environment that combines:

- Transparency in the processes, total knowledge of each area, autonomy and self-management.
- A horizontal organization of work, more one-to-one relations, and less hierarchy.
- Exchange between the areas.
- A collaborative type of work.

### LIFE-SAVING TIPS

Create an email distribution list so that everyone in the team can communicate horizontally.



Ensure that the suppliers work in an ethic way and that their products do not have a large impact in the environment.

**HOW?**

Being responsible in relation to the acquired and disposed material is something that needs to be thought of in the pre-production phase, understanding the supply chain when hiring a company and its outsourced collaborators.

**LIFE-SAVING TIPS**

Select companies that will be part of your production according to the criteria of how they treat their employees and of whether they assume a social responsibility.



A Practical Guide for continuous improvement for Supply Chain sustainability: [goo.gl/XcD4Cm](https://goo.gl/XcD4Cm)

**KNOWLEDGE OF THE LAWS AND REQUIRED PERMITS**

Inform yourself on the internet and / or on specialized publications about the necessary authorizations for your type of event.

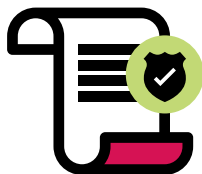
**HOW?**

Depending on the type of event, public agencies are in charge of safety, cleanliness, etc.

**LIFE-SAVING TIPS**

Check what is required:

- Licenses
- GEMA music rights according to the law in each country
- Official permits
- Permits for the use of visual material - think of the permission of the audience, to be able to use the nice pictures of the event afterwards
- Permits for services
- Terms of use for works
- Copyrights



All of those involved in the production must be regulated by jointly drawn up contracts, for the safety of the employer and the employee.

**HOW?**

Consult a lawyer or take models from people in your contact network or from the Internet.

**BUREAUCRACY AND CONTACTS READY AT HAND**

Make sure that the contact information of all of those involved, as well as their documents, are available at hand on the day of the event.

**HOW?**

- The team's tasks should be clear and there should be an efficient channel of communication.
- The documents should be at hand if they are needed during the event.
- The contact data of all participants should be available.

**LIFE-SAVING TIPS**

A document management system (Google Docs/Dropbox) to which more than one person has access.

**ACCOUNTING**

Keep the entire process transparent and in accordance with regulations.

**HOW?**

Organize all receipts, then compose the total invoice accordingly.

**LIFE-SAVING TIPS**

Control the finances using an Excel spreadsheet that is open and accessible to the team.

INSPIRADOR\_  
**#CHECK LIST**



**#SUPPLY**

- 01. SELECT A LOCATION ..... ☐
- 02. FREE DRINKING WATER ..... ☐
- 03. EATING WITHOUT WASTE ..... ☐
- 04. LOCAL PRODUCTS ..... ☐
- 05. ALTERNATIVE FORMS OF PAYMENT ..... ☐
- 06. LEGACY AND QUALIFICATION OF THE SPACE ..... ☐
- 07. BATHROOMS ..... ☐
- 08. SAVING ELECTRICITY ..... ☐
- 09. EQUIPMENT ..... ☐
- 10. DIVERSITY IN THE TEAM ..... ☐

**#DISLOCATE**

- 11. FACILITATING ACCESS FOR ALL ..... ☐
- 12. TEAM TRANSPORT ..... ☐
- 13. INCENTIVES FOR CLEAN MOBILITY ..... ☐
- 14. BICYCLE STANDS ..... ☐
- 15. PARKING ..... ☐

**#COMMUNICATE**

- 16. TARGET AUDIENCE ..... ☐
- 17. CHANNELS AND LANGUAGES OF COMMUNICATION ..... ☐
- 18. BUDGET AND EXPECTATIONS ..... ☐
- 19. TRANSPARENCY ..... ☐
- 20. CONTENT ..... ☐
- 21. IDENTITY ..... ☐
- 22. PRESS COVERAGE ..... ☐
- 23. INTERNAL COMMUNICATION ..... ☐
- 24. REAL-TIME COVERAGE ..... ☐
- 25. INCLUSIVE AND EDUCATIONAL COMMUNICATION ..... ☐



- 26. LURE THE AUDIENCE ..... □
- 27. THANKING AND FEEDBACK ..... □
- 28. SAVE PAPER ..... □
- 29. IDENTIFY AND PROMOTE THE BEST PRACTICES ..... □

## #COLLABORATE

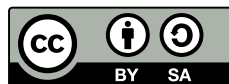
- 30. A FAIR SCHEDULE FOR EVERYONE ..... □
- 31. CO-CREATION ..... □
- 32. MAPPING OF NEEDS AND RESOURCES ..... □
- 33. SUPPORT LOCAL SHOPS, RETAILERS AND SERVICE SUPPLIERS ..... □
- 34. AWARENESS OF THE PRODUCTION CHAIN OF SERVICES AND PRODUCTS ..... □
- 35. NETWORK OF THE EXCHANGE OF MATERIALS ..... □

## #RECYCLE

- 36. RECYCLABLE OR REUSABLE PRODUCTS ..... □
- 37. SMART FOOD UTILIZATION ..... □
- 38. WASTE DISPOSAL ..... □
- 39. COMPANIES WITH BEST PRACTICES ..... □

## #BE RESPONSIBLE

- 40. FORWARD-LOOKING PLANNING ..... □
- 41. THE “TIME FACTOR” IN PLANNING ..... □
- 42. DISTRIBUTION OF TASKS ..... □
- 43. TEAMWORK ..... □
- 44. SUPPLY CHAIN ..... □
- 45. KNOWLEDGE OF THE LAWS AND REQUIRED PERMITS ..... □
- 46. CONTRACTS ..... □
- 47. BUREAUCRACY AND CONTACTS READY AT HAND ..... □
- 48. ACCOUNTING ..... □



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