



**CIRCULAR  
CREATIVES**

**GUIDE TO**

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# **CREATING A ZERO WASTE CIRCULAR MARKETPLACE**



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of the European Union

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## Embracing a Sustainable Future – The Zero Waste Circular Marketplace

Welcome to the *Guide to Creating a Zero Waste Circular Marketplace*, a tested roadmap designed to steer creative entrepreneurs and community leaders towards crafting marketplaces that not only thrive economically but also respect and enrich our environment.

Our European-wide partnership includes [Momentum Educate + Innovate](#) and [Roscommon Leader Partnership](#) from Ireland, The European E-Learning Institute ([EUEI](#)) in Denmark, Academy of Entrepreneurship ([AKEP](#)) in Greece, Global Impact Grid ([GIG](#)) in Germany, and [Šibenik University of Applied Sciences](#) in Croatia.

This guide gives us insight into where commerce and sustainability in the creative sector combine, where waste is not an afterthought but purposeful and its reduction is an ongoing commitment.

As our world faces the greatest of climate change challenges, local communities face the need to converge, innovate, and support one another more resiliently and sustainably. There has been a palpable shift in consciousness, recognizing that the creative spark of our communities needs new platforms and business models. Our creative businesses and entrepreneurs are at the heart of this transformation, requiring fresh avenues to display, connect, and sell within their local areas and beyond. And again, how can this be done in the most sustainable way possible.

A 'Zero Waste' circular marketplace is one such solution. A solution for artisans and designers, communities, policymakers and educators to follow a eco-centric business ethos in a marketplace that celebrates the principles of the circular economy.

Through this guide, we will provide you with the knowledge to create a vibrant, Zero Waste marketplace, one that champions innovative use of materials, values craftsmanship, where products are designed and consumed in a way that minimizes waste, where materials are kept in use for as long as possible, and where the environment is not the price we pay for economic activity but rather an integral part of it.



Our Circular Creative partners from Ireland, Greece, Croatia, Germany, and Denmark, supported through the ERASMUS+ programme have gathered our collective knowledge into this Guide, ensuring that each chapter is a step closer to more sustainable marketplaces.

## 01 Purpose & Benefits

We aim to equip you with the learning to lead the creation of a market that thrives on the principles of Zero Waste and circularity. Benefit from the multitude of advantages, from cost savings to environmental preservation and social cohesion that this sustainable business model can deliver.

## 02 Understanding Circular Economy and Zero Waste

An exploration into the ethos of circular economy, charting out its foundational principles and how they can be integrated into business models. A dive into the Zero Waste philosophy, discussing how it can be a catalyst for innovation and conservation. You will learn how these two concepts interlink create a solid framework for sustainability.

## 03 Importance of Zero Waste Circular Marketplace

Uncover how Zero Waste marketplaces can boost local economies and open new revenue streams for creatives in the community. Learn about the positive impacts on the environment, from reducing landfill waste to conserving natural resources. We share how such marketplaces can strengthen communities and foster a shared sense of sustainability responsibility.

## 04 Steps to Create a Zero Waste Circular Marketplace

A detailed walkthrough from vision to execution, each step outlines the key actions, considerations, and strategies required to bring a Zero Waste circular marketplace to life. From initial commitment and securing stakeholders to conducting research, building your team, and managing operations, we cover all bases, culminating in an ongoing cycle of evaluation and improvement.

## 05 Best Practices for Circular Economy and Zero Waste Events

Tips and tactics focused on critical areas such as waste management, energy efficiency, and sustainable procurement, ensuring your marketplace is an exemplar of best practices.

## + Case Studies and Interviews

Real-world examples and narratives that provide valuable insights into the successes and challenges faced by those who have already embarked on this journey. Accessible alongside this guide on our website.

Whether you are looking to host a Zero Waste event, hoping to understand more about circular business models, or simply wish to integrate sustainability into your community's cultural fabric, this Guide is your companion. Welcome to the movement towards Zero Waste. Welcome to the future of marketplaces.

# Purpose & Benefits of the Guide

# 02

*This Guide aims to be an essential instrument for a diverse array of stakeholders who are unified by a common objective:*

*to build a sustainable future for communities where the creative economy flourishes within the bounds of circular and Zero Waste principles.*



It aims to serve as a blueprint, an educational tool, and a source of inspiration for:

- **Aspiring and established creative entrepreneurs** who are navigating the challenges and opportunities of integrating Zero Waste practices into their business models.
- **Policy makers and local government officials** who play a pivotal role in shaping the economic landscape to support circular economy initiatives in their regions.
- **Educators and trainers in the field of creative and circular entrepreneurship** who are the source of knowledge sharing and skills development.
- **Community leaders and activists** who are at the forefront of advocating for sustainable community practices.
- **Consumers and the wider public** whose awareness and choices drive the demand for sustainable products and services.

# How Can the Zero Waste Marketplace Guide Serve you?

As an **Educational Resource**, It provides a comprehensive understanding of the concepts of circular economy and Zero Waste. By breaking down these principles, the guide empowers individuals and organisations to make informed decisions that align with environmental stewardship.

As a **Practical Framework**. With step-by-step instructions, it lays out a practical roadmap for creating a Zero Waste circular marketplace. This framework is adaptable and can be tailored to fit the unique needs and circumstances of various communities and businesses.

As a **Networking Tool**, the guide encourages the formation of networks among creative entrepreneurs, consumers, and policymakers. These connections are essential for sharing best practices, and resources, and for fostering a collaborative spirit essential for the success of Zero Waste initiatives.

As an **Inspirational Catalogue**. By featuring case studies and interviews, the guide serves as a repository of inspirational stories that highlight the real-world applications and benefits of Zero Waste circular marketplaces. These narratives showcase the ingenuity and perseverance of individuals who are leading the charge in sustainable marketplace practices.

As a **Policy Development Aid** It acts as a reference for policy makers to develop supportive frameworks that incentivise and facilitate the adoption of circular economy principles by local businesses and entrepreneurs.

As an **Evaluation Tool** the guide outlines metrics and methods for evaluating the performance of Zero Waste circular marketplaces, helping stakeholders to monitor progress, identify areas for improvement, and celebrate successes.



## How Can the Zero Waste Marketplace Guide Serve you?

The **Guide to Creating a Zero Waste Circular Marketplace** brings benefits to creative entrepreneurs, policymakers, educators, community leaders, and the wider public. Let's see how.....

- For the creative entrepreneur, working towards Zero Waste can provide a **competitive edge** and **reduced costs** through innovative and efficient waste management and material sourcing, and align their work with the **Sustainable Development Goals**, particularly focusing on Goals 11, 12 and 13 - **Sustainable Cities and Communities, Responsible Consumption and Production** and **Climate Action**.
- Educators and trainers can use the Guide for **curriculum enhancement**, ensuring vocational education for creative businesses to be equipped for the green economy, while also sharing **innovation** in sustainable business practices.
- Community leaders and activists can leverage the Guide to facilitate **community engagement** and **empower** marketplaces that give realisation to

environmental stewardship in communities.

- As marketplace enablers (through providing trading space in the community), local governments can learn from the guide, support the creative sector and benefit from their **public image** and
- Consumers and the general public will have the ability to make more **informed decisions**, directly contributing to the demand for sustainable products and fostering a **quality of life** that resonates with their values of environmental conservation.

Across all our beneficiaries, this Guide advocates and provide the learning needed for a **shift** toward sustainability and contributes to **climate change mitigation**.

This Guide blends educational content and practical application, setting the stage for an increased economic, environmental, and social impact for the creative economy.

# Understanding Circular Economy and Zero Waste

# 03

01

Definition & Principles of Circular Economy



02

Zero Waste Concept



03

Relationship between Circular Economy & Zero Waste



Our very first step is to have a very clear understanding of the key terms and principles that underpin this Guide.

A circular economy is an economic model designed to minimize waste and maximize the longevity of products and resources.

It aims to keep products, materials, and resources in use for as long as possible.

## The circular activities are based on three main principles:

### REDUCE

To minimize primary energy input, raw materials, and waste through improving production and consumption process efficiency.

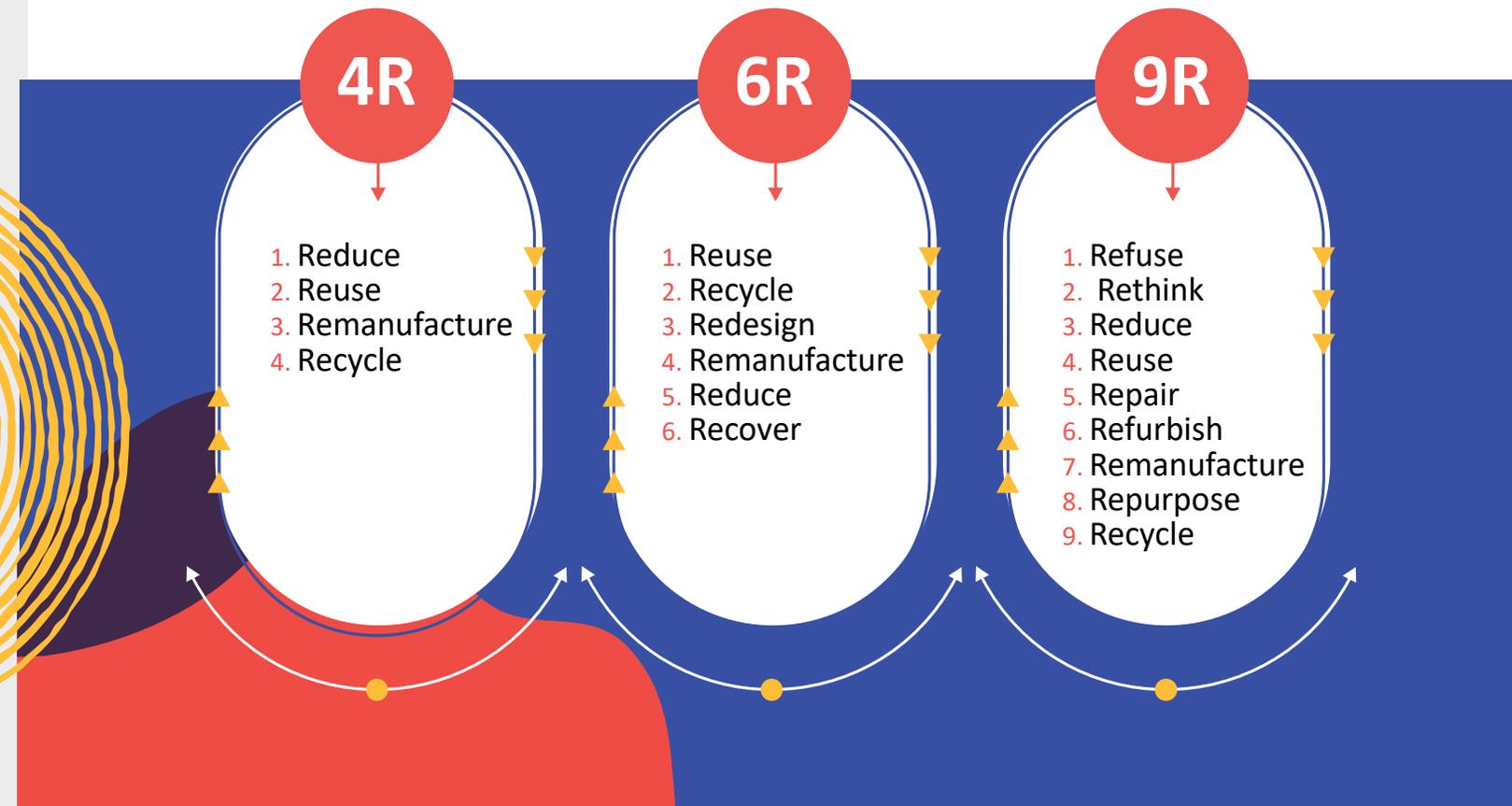
### REUSE

Any operation by which products or components that are not wasted are used again for the same purpose for which they were conceived.

### RECYCLE

Any recovery operation by which waste materials are reprocessed into products, materials or substances, whether for the original or other purposes. It includes reprocessing organic material but does not include energy recovery and reprocessing into materials that are to be used as fuels or for backfilling operations.

In recent times, these principles have been expanded with additional activities that are hugely relevant for the creative economy. For example:



The concept that is often discussed in line with the circular economy is Zero Waste. Zero Waste refers to principles of minimizing waste production as much as possible.

This concept goes beyond recycling to focus firstly on avoidance and reduction of waste by innovative product design and then recycling and composting the rest. It offers specific waste reduction strategies that contribute to achieving circularity in the management of materials and resources.

Thus, waste management is an essential component of implementing a circular economy, as it addresses the end-of-life stage of products and materials, ensuring they are managed in a way that aligns with circular principles, reducing waste and promoting

resource efficiency.

Therefore, the circular economy is a broader concept that seeks to transform the entire system from "take-use-dispose" to a circular society, while the Zero Waste concept is a more specific approach primarily focused on waste reduction and diversion.

**These concepts share a common vision of reducing waste, conserving resources, and promoting sustainability. Together, they represent a holistic approach to addressing environmental challenges and fostering a more sustainable future. As we see from our case study collection, they are hugely important in the creative sector.**

# Importance of a Zero Waste Marketplace

# 04

The concept of a Zero Waste Marketplace is integral to the creative economy. It can apply in two main ways:-

1. A space where Zero Waste creative goods and services can be sold in a way that also minimises waste.
2. The products and services sold in the Zero Waste Marketplace must themselves be Zero Waste/circular in their product design and materials use. They can also be designed to be reused, repaired, and recycled, reducing the amount of waste that ends up in landfills. This approach supports sustainability by encouraging the production, exchange, and consumption of products in an environmentally friendly manner.

A Zero Waste Marketplace encourages producers and consumers to think about the entire lifecycle of a product, from its creation to its eventual disposal or reincorporation into new products. This can lead to new business models and opportunities for creative professionals who can design products that meet these Zero Waste criteria.

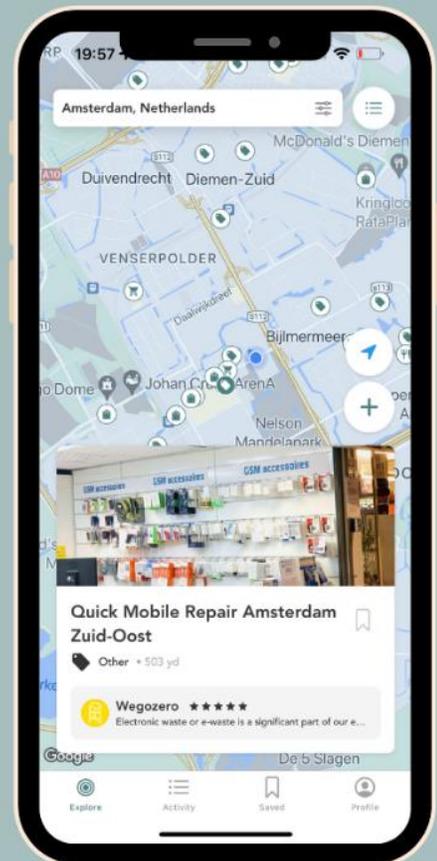
Moreover, these marketplaces can create a community around sustainable practices, where knowledge, skills, and resources are shared. This not only benefits the environment but also supports a resilient and adaptive economic sector that can respond to changing consumer demands and global sustainability challenges.

We love the example of [Zero Waste Map Application – Wegozero](#), a Zero Waste map application that makes Zero Waste stores, second hand shops, markets, repair cafés, composting stations and much more visible with 1650 change makers in 9 European cities, including Lisbon, London, Amsterdam, Copenhagen, Berlin, Munich, Vienna, Athens and Budapest.

## let's show the world that zero waste is doable

Download our app to become part of a network of change makers. Our zero waste map application makes zero waste store, second hand shops, markets, repair cafés, composting stations and much more visible in your city.

DOWNLOAD NOW



In the creative sector, some collectives stand out for a Zero Waste/ upcycling approach:-

**Upcycling Scandinavia:** This initiative focuses on products made from upcycled materials and aims to contribute to sustainable development goals. The <https://upcyclingscandinavia.com/> business model is very interesting

## How we serve



### UPCYCLING DESIGN

You have large amounts of valuable plastic waste that you need to somehow upcycle, but no idea what to use it for?

We have designers and business who would love to upcycle your waste through meaningful design that gives back.



### 100% UPCYCLED MATERIALS

You have an idea for a product made from upcycled materials, but you need access to materials for production?

We know partners who collect and recycle a vast range of materials and search for people like you!



### GREEN PRODUCTION

You want to update your production facilities and find effective ways to "Go Green", but need inspiration?

Think outside the box! - Our partners have created amazing turnovers when it comes to sustainable production.



### GREEN STRATEGY

You need a strategy for how to sustainably dispose of your plastic waste and develop a business model that is sustainable in of itself?

We have the experience and know-how you need, to get off to a good start! Let us know what is holding you back.

**BENU COUTURE** in Luxembourg is a noteworthy example. They have adopted an UpCycling approach by creating new fashion collections using high-quality fabrics sourced exclusively from existing clothing. This initiative not only promotes sustainability but also integrates an eco-village in Luxembourg's Greater Region, providing job opportunities for disadvantaged individuals in the labour market. You can find more information on the European Commission's environment page [UpCycling Fashion - European Commission \(europa.eu\)](https://ec.europa.eu/eip/upcycling-fashion).

BENU COUTURE is part of the BENU universe which includes:

- **BENU VILLAGE ESCH ASBL:** The first ecovillage in the Greater Region of Luxembourg that groups all BENU activities (restaurant, shop, art). They organize participative, creative and educational activities around topics related to the socio-ecological circular economy.
- **BENU VILLAGE SIS:** A limited liability company which responds to the principles of the social and solidarity economy. BENU Village SIS represents BENU in the private market and encourages private employers to implement socio-ecological aspects in their companies.
- **BENU REUSE:** A platform which simplifies the donation of second-hand furniture and objects throughout Luxembourg.
- **BENU SLOW:** The first "Rescued Food" restaurant in the Greater Region offers organic, original and above all, sustainable dishes.

# Steps to Create a Zero Waste Circular Marketplace

# 05



STEP  
01

Commitment  
& Vision



STEP  
02

Stakeholder  
Engagement



Building  
a Team

STEP  
04



Market Research &  
Feasibility Study

STEP  
03



STEP  
05

Developing a  
Business Plan



STEP  
06

Regulatory  
Requirements



Location &  
Infrastructure

STEP  
08



Fundraising  
& Finance

STEP  
07



STEP  
09

Trader Selection  
& Management



STEP  
10

Marketing  
& Promotion



Operations &  
Waste Management

STEP  
11

STEP  
01

# Commitment & Vision



## Establishing a Zero Waste circular marketplace starts with commitment

**We know that it is the right thing to do, but where do we start in creating a Zero Waste creative marketplace ?**

**Set Clear Goals:** Creating a Zero Waste marketplace specifically in the creative industries involves setting goals that encourage sustainability throughout all stages of production, presentation, and sale of creative goods. Define what "Zero Waste" means for your context and set goals accordingly:

- **Product/Creator Selection:** Curate creators who produce sustainable or upcycled creative goods. This may include artists who use recycled materials or designers who focus on longevity and reparability in their products.
- **Sustainable Display and Packaging:** Encourage and select creators to present their products without creating waste, using reusable or recyclable materials for packaging and display.
- **Waste-Free Operations:** Commit to operate the marketplace itself with Zero Waste by implementing systems for recycling, composting, and waste sorting.
- **Build in Education:** Provide information and workshops within the marketplace to educate both creatives and customers about the importance of Zero Waste practices.
- **Sustainable Logistics:** Set up a system for deliveries and shipments that minimises packaging waste and carbon footprint, such as using electric vehicles or bike couriers for local deliveries.
- **Community Engagement:** Foster a community around the marketplace that values sustainability, perhaps through events or programs that allow customers to engage with Zero Waste practices.
- **Resource Conservation:** Use digital platforms for promotion to save paper and ensure that any physical marketing materials are made from recycled content and are recyclable.

In practical terms, involve different stakeholders, including suppliers, customers, employees, and the local communities for their input and build support to promote a shared commitment to Zero Waste.

Educate and create awareness!  
Raise awareness about the environmental impacts of

waste and the benefits of a circular economy. Conduct workshops, training sessions, and awareness campaigns to educate stakeholders. You need to consider waste reduction strategies, recycling practices, and the importance of sustainable consumption. Design waste prevention strategies and consider using eco-design principles, such as extended producer responsibility, to minimize waste generation and promote a circular approach.

Promote reuse and recycling by encouraging the reuse of products or materials through initiatives. Implement comprehensive recycling systems at the market, ensuring that different materials are separated and recycled effectively.

Work closely with suppliers to adopt sustainable practices, such as reducing packaging waste, implementing eco-friendly production techniques, and sourcing materials from recycled or renewable sources. Establish long-term partnerships based on shared environmental goals.

You need to think about collaborating with local authorities and waste management agencies to ensure efficient collection, processing, and disposal of waste. Regularly monitor and evaluate the progress towards Zero Waste targets. Establish key performance indicators (KPIs) to measure waste reduction, resource efficiency, and circularity. Share the results transparently to maintain accountability and identify areas for improvement. Encourage innovation and continuous improvement by fostering a culture of sustainability within the market. Regularly review and evolve waste management strategies to align with emerging best practices and technological advancements. By using all these strategies, you can guide organizations towards following a Zero Waste market and being more sustainable in the economy.

Goals should be achievable in nature. We follow by developing a waste management strategy that involves reducing waste at the source, implementing effective recycling/upcycling initiatives, and promoting behavioral changes in both creative businesses and consumers.

STEP  
01

## Commitment & Vision



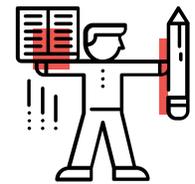
### How do we encourage vision?

As marketplace instigators, we have the opportunity to encourage the design of products that are built to last, easily repairable, and made from recyclable or biodegradable materials. We can

- Promote eco-design principles and support innovations that facilitate a circular economy.
- Support the development of a supply chain that prioritizes sourcing materials from recycled or renewable sources, we can encourage producers to establish take-back programs, enabling used products to be returned and repurposed.
- Collaborate with waste management companies to ensure an effective collection and recycling infrastructure.
- As policy makers, offer incentives or grants to creatives that adopt sustainable practices, such as reducing packaging waste, implementing recycling programs, or sharing resources with other businesses.
- Create platforms for knowledge sharing, joint research, and innovation to advance the Zero Waste circular market vision collectively.
- Look at involving the community by organising local initiatives, such as community repair cafes.

STEP  
02

## Stakeholder Engagement



### Stakeholder Engagement for Zero Waste marketplaces.

Understanding the role of stakeholder engagement is essential for creating a robust Zero Waste marketplace. It is about building relationships with all parties who have an interest in the market's success. This means involving creatives, customers, local communities, local authorities and possibly waste management entities. The engagement process should include:

**Active Dialogue:** Research and consult with stakeholders to understand their needs, expectations, and any concerns they may have regarding Zero Waste practices.

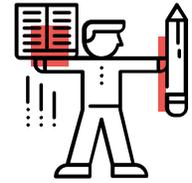
**Education and Information Sharing:** Provide stakeholders with information on the importance of Zero Waste goals and how they can contribute to these objectives.

**Collaborative Initiatives:** Engage stakeholders in planning joint initiatives from the outset, e.g. educational workshops, to foster a sense of ownership and participation in the marketplace's sustainability goals.

Each stakeholder has a role to play, and their involvement is crucial for the marketplace to truly embody Zero Waste principles.

# STEP 02

## Stakeholder Engagement



### The Importance of Stakeholder Engagement

Engaging stakeholders offers several benefits that can fundamentally improve the potential for instigators of creative marketplaces and its impact on others:

- 1. Empower Decision-Making:** Involving stakeholders in decisions can yield more comprehensive and sustainable solutions.
- 2. Foster Sustainable Change:** Engaged stakeholders can provide the long-term support you need for sustainable growth of the marketplace
- 3. Strengthen Relationships:** Engagement facilitates the growth of new relationships and the deepening of existing ones.
- 4. Boost Success Rates:** Converting potential detractors into supporters can considerably increase your Zero Waste marketplace's odds of success.
- 5. Knowledge Sharing:** Stakeholders offer a reservoir of valuable information and can benefit from your insights too.

### Relevance to Creative Entrepreneurs

For those entrepreneurs in the creative sector, this engagement is even more critical because the nature of your marketplace is often innovative, breaking new ground or changing traditional ways of doing things. **This creates a unique set of challenges and opportunities that require the active involvement of various stakeholders.**

- 1. Validation for Innovation:** Creative entrepreneurs can validate their novel ideas and gather early adopters.
- 2. Resource Availability:** Stakeholders can either provide or help you find essential resources.
- 3. Local Expertise:** Stakeholders can offer priceless local insights, aiding in more community-centric Zero Waste solutions.
- 4. Reputation Building:** Early stakeholder engagement helps in building a solid reputation and a supportive community.
- 5. Financial Support:** Stakeholders like local authorities and investors can be key in providing necessary financial backing

### Challenges and Opportunities in the Circular Economy

The circular economy poses unique challenges for stakeholder engagement, such as the complex interplay between environmental, social, and economic goals. If you are planning a physical marketplace, there are operational considerations that need to be factored into planning. At its core is the need to clearly articulate the benefits of the circular economy to stakeholders who might be more familiar with traditional, linear models.

The circular economy also presents exciting opportunities. It allows for co-creation, innovation, and a culture of continuous learning and improvement. Stakeholder engagement here can lead to better alignment, trust, and resource-sharing, adding significant value to your initiatives .

### Practical Steps for Engagement

- **Identify Stakeholders:** Compile a list of all relevant stakeholders.
- **Prioritise Stakeholders:** Rank them based on their relevance and influence.
- **Communication Plan:** Develop a systematic approach for regular updates.
- **Initial Meetings:** Conduct meetings to align stakeholder interests with your Zero Waste goals.
- **Feedback Mechanisms:** Create avenues for stakeholders to provide ongoing feedback.
- **Collaborative Decision-Making:** Actively involve stakeholders in important choices.
- **Regular Updates:** Consistently inform stakeholders about key developments.
- **Acknowledgment:** Celebrate stakeholders' contributions with appropriate recognition.

# Market Research & Feasibility Study

STEP  
03



## Target Market

- Creative entrepreneurs who want to cut down on waste and start implementing the 5 Rs
- Communities who want to show leadership in circular approaches by hosting a Zero Waste marketplace
- Local authorities who have a big picture objective of circular communities

## Target Audience – an example

- Creative Entrepreneurs who are based in and around Co. Roscommon who are creating and selling items that promote sustainability and Zero Waste (e.g. Upcycling)
- Individuals & families from Co. Roscommon & the surrounding areas who want to purchase meaningful sustainability focused creative products and are motivated to get actively involved and learn more about Zero Waste.

## Competitors

In establishing a Zero Waste marketplace, it's essential to research and understand the competitive landscape. Investigate existing marketplaces to assess their sustainability models, product offerings, and customer engagement strategies. This knowledge can reveal market gaps and opportunities for differentiation.

## Feasibility - PESTLE Analysis, an Irish example

|                      |   |
|----------------------|---|
| <b>Political</b>     | In 2020, the Department of Communications, Climate Action and Environment created an action plan for a circular economy, A Waste Action Plan for a Circular Economy, Ireland's National Waste Policy 2020–2025, which highlights opportunities and application of circular economy practices across multiple areas. By taking these steps into consideration when planning the Zero Waste marketplace there may be a higher chance of reducing waste. |
| <b>Economical</b>    | If circular economy is implemented throughout creative businesses and more people become involved in Zero Waste, it can lead to more jobs which in the long term can help bring more money into the local economy.  |
| <b>Social</b>        | By implementing a Zero Waste marketplace it can teach people more about the benefits of Zero Waste and how the circular economy can reduce carbon emissions and reduce the amount of waste going into landfills. If even one person adopts the Zero Waste behaviour it could have huge benefits in the long run.  |
| <b>Technological</b> | What is the potential to lever the latest in sustainable technology to manage waste, like apps for sharing leftover materials among creative businesses.  |
| <b>Legal</b>         | Ensure the marketplace adheres to all regulations regarding waste disposal, recycling mandates, and any producer responsibility legislation.  |
| <b>Environmental</b> | Emphasise the use of renewable resources and materials that have minimal environmental footprints, reinforcing the marketplace's commitment to environmental stewardship.   |

STEP  
04

## Building a Team



Given the marketplace has a strong event focus, a good team is one of the most important things needed when running a marketplace successfully. You will need a diverse set of skills, experiences, and expertise to cover all aspects of your event. You ideally want a dedicated and passionate group that is invested in the Zero Waste philosophy, as this way you can guarantee they will give their all to drive towards your mission.

One of the best ways to build your team is by using your local community. Chances are, you'll find individuals who are eager and willing to volunteer and assist with event setup. Volunteers can be vital to a successful event, they offer a lot in terms of expertise, assisting attendees, raising awareness, and just generally having more hands on deck to make the event a success.

Engaging volunteers also serves as an excellent opportunity to involve the community and support local groups, as you may get volunteers from, local student groups or sports teams, local business, and like-minded organisations. These are all great ways to find local people who have similar interests and want to help.

To determine the number of volunteers, you need to have a look at your venue and your ambitions for your event and take into consideration locations and time frames. If your event lasts several hours, consider scheduling volunteer shifts, as it would be more beneficial to you and them for them to move around the event and not be stuck in

one place for too long. Assign volunteer roles and time slots in advance. Some can help with set up, while others can help during the event. Keep in mind to have members of your team situated at potential pressure points of your event, this could be at a crossroads giving direction, at some of the stalls/workshops to manage numbers, basically where you have people gathering you want a member of your team there to help anyway, they can.

In addition to your team of volunteers, it is a good idea to have a volunteer coordinator, someone who has a bit more expertise, who can help set up, manage volunteers, and generally be your second in command. This person is usually part of your events team rather than a volunteer and generally would have all the information on your event handy, ready to be able to transfer to another member of the team or help a member of the public when needed. This set of information should include, a map of the event, a rundown of any shows or workshops, or stalls at the event, a volunteer list, any WIFI information if required, and some Zero Waste talking points.

Building a team for a Zero Waste Marketplace requires dedication, a shared commitment to sustainability and education, and the ability to work collaboratively toward a common goal. With the right team in place, you can create a memorable and impactful event that benefits, families, communities, and the environment.

# STEP 05

## Developing a Business Plan



### Executive Summary

Provide a concise overview of your Zero Waste marketplace model, including its purpose, date, location, and expected outcomes.

### Marketplace Business Model

- **Concept:** Explain the nature of your Zero Waste marketplace – physical, online etc.
- **Objectives:** Explain what you intend to achieve through this marketplace.
- **Location:** Specify the event's location and venue (physical or online)
- **Ownership and Founders:** Provide information about the founders.
- **Detail the event's legal structure and registration.**
- **How is income generated and how can profits be made**

### Market Research

#### Industry Analysis

The circular economy and sustainable marketplace industry represents a paradigm shift in how we produce, consume, and manage resources, with a primary focus on environmental sustainability and long-term viability. This industry is characterized by practices and principles that aim to minimize waste, reduce environmental impact, and create a regenerative and closed-loop economic system.

The circular economy and sustainable marketplace industry is a response to the challenges of overconsumption, resource depletion, and environmental degradation. It aims to provide a sustainable, regenerative, and ethical alternative that benefits both the environment and society while fostering economic growth and innovation. This industry is expected to continue to grow and play a significant role in shaping the future of commerce and resource management. You may elaborate further and describe the circular economy and sustainable marketplace industry in your specific context.

#### Competitive Landscape

Describe the market and target audience for your marketplace. Identify similar marketplaces (if any) and their strengths/weaknesses. The focus here is to identify the missing value offering from the point of view of Circular Economy. In many cases, such marketplaces are not meant to be competitive in nature. Our focus is only to fill the gap value gap that may be missing from a sustainability perspective.

#### Customer Segmentation

Describe the market and target audience for your marketplace. Knowing the target audience is crucial for your eco conscious marketing, promotion, and communication strategy.

#### Analyze market trends and opportunities.

Analyzing trends for a marketplace is essential for understanding market dynamics, consumer preferences, and the competitive landscape. It helps you make informed decisions, adapt to changing conditions, and create a successful event. Trends can change rapidly, so ongoing monitoring and adaptability are key to staying relevant and competitive.

# STEP 05

## Developing a Business Plan



### Business Model

#### Revenue Model: Explain how you plan to generate revenue.

A revenue model is a strategic framework that outlines how a business of any kind generates income or revenue from its products, services, or operations. It defines the way a project monetizes its offerings and can vary widely depending on the industry, business model, and specific strategies in place. Revenue models are a fundamental aspect of a business plan and are crucial for sustaining and growing the project.

#### Pricing Strategy: Detail your pricing structure.

A pricing strategy is a well-defined plan or approach that a marketplace or a participating creative business uses to determine the price it will charge for its products or services. Pricing strategies are crucial for achieving a balance between profitability, competitiveness, and meeting customer expectations. They play a fundamental role in a project's overall marketing and business strategy. Different pricing strategies can be employed depending on the specific goals of the business. The choice of pricing strategy depends on various factors, including the nature of the product or service, the target market, competition, and the project's overall objectives. Your marketplace has to be viable, or it will not survive

#### Supply Chain: Describe how products or services will be sourced and distributed.

The supply chain for a Zero Waste marketplace model is a complex network of activities and processes that ensures the seamless flow of Zero Waste goods, services, and resources needed to plan, organize, and execute the event. It encompasses various stages, stakeholders, and logistics, all aimed at delivering a successful Zero Waste proposition.

#### Key Partnerships: Identify potential partnerships.

### Marketing and Promotion

- Create a marketing plan that includes eco conscious, no waste online and offline promotion strategies.
- Outline your budget for marketing and promotion.
- Define your target audience and how you will reach them.
- You may further elaborate on what was identified in section 3.3.
- Explain how you will build awareness and excitement for the marketplace.

### Sustainability and Circular Economy Approach

The focus of this section should not just be about how your particular marketplace incorporates Circular Economy approaches

- **Mission and Values:** State your commitment to sustainability and the circular economy
- **Circular Practices:** Describe how your marketplace promotes waste reduction, recycling, and reuse.
- **Environmental Impact:** Assess the potential environmental benefits of your business.
- **Certifications:** Mention any relevant certifications

### Operational Plan (Operations and Logistics)

- Detail the logistical aspects of the marketplace, including the setup, layout, and design.
- Discuss permits, licenses, insurance, and compliance with regulations.
- Address creative operators selection, contracts, and management.
- Explain how you will handle production, scheduling, and coordination.

# STEP 05

## Developing a Business Plan



### Team and Management

- **Key Team Members:** List your team members including volunteers, their roles, and their expertise
- **Advisory Board:** If applicable, mention advisors and their roles
- **Skills and Expertise:** Explain why your team is well-equipped.

### Budget and Financial Projections

- Develop a comprehensive budget that includes all expenses and income projections.
- Identify potential sources of funding or revenue, such as participant fees, sponsorships, and partnerships.
- Create a financial plan.

### Risk Analysis

- **Market Risks:** Identify potential market risks
- **Operational Risks:** Identify potential setbacks in business operations related to the event, such as weather, security, or cancellations.
- **Regulatory Risks:** Compliance issues and legal challenges.
- **Financial Risks:** Economic factors impacting the marketplace. Provide information about insurance coverage.
- **Risk mitigation plans:** Outline risk mitigation strategies and contingency plans. Discuss emergency response plans.

### Appendices

Include any additional documents or information.

### References

Include references to sources or research used in your market analysis and sustainability strategies.

STEP  
06

# Regulatory Requirements



The concept of a Zero Waste circular marketplace is an ambitious endeavour that seeks to transform traditional linear economic models into circular, sustainable systems. Such marketplaces aim to eliminate waste by promoting the repurposing, reusing, and recycling of products and materials. However, achieving this goal is not solely a matter of innovation and determination; it could involve navigating a complex landscape of regulatory requirements and compliance. In this section, we explore the regulatory framework necessary for the establishment of a successful Zero Waste circular marketplace.

## 1. Understanding Environmental Laws and Regulations:

One of the fundamental pillars of a Zero Waste circular marketplace is environmental sustainability. To create such a marketplace, organisers and participating creative entrepreneurs must thoroughly understand the environmental laws and regulations governing their region. These regulations can encompass a broad spectrum of topics, from waste management and recycling mandates to emissions standards and sustainability reporting. Staying in compliance with these regulations is not just a legal requirement but also a moral imperative to protect the planet.

## 2. Waste Management and Recycling Laws:

Waste management and recycling laws are at the core of any Zero Waste initiative. Depending on the jurisdiction, there may be specific regulations concerning the collection, sorting, disposal, and recycling of various types of waste. Businesses operating within a circular marketplace need to adhere to these laws and engage in responsible waste management practices, which may involve establishing efficient recycling processes and collaborating with waste management facilities.

## 3. Product Design and Packaging Regulations:

Circular marketplaces often require a rethinking of product design and packaging. This involves considering the full life cycle of a product, from its creation to its eventual disposal or recycling. Regulations around eco-design and sustainable packaging can influence the choices businesses make in designing their products. These regulations aim to minimize the environmental impact of products, reduce resource consumption, and promote materials that are easier to recycle or repurpose.

## 4. Sustainability Reporting and Transparency:

Some jurisdictions require businesses to report on their sustainability efforts and environmental impact. Circular marketplaces that prioritize sustainability must be prepared to track and report relevant metrics. Transparency is essential to building trust among consumers and stakeholders. This information sharing can encompass factors like the reduction in waste, energy efficiency, and the use of recycled materials.

## STEP 06

# Regulatory Requirements



## 6. Collaborating with Regulatory Authorities:

Establishing an open and collaborative relationship with regulatory authorities is crucial for the success of a Zero Waste circular marketplace. Entrepreneurs and organizations should actively engage with these bodies, seek guidance, and ensure compliance with evolving regulations. Collaborative efforts can lead to the development of innovative solutions and the alignment of regulatory frameworks with the goals of the circular economy.

## 7. Encouraging Regulatory Innovation:

Circular marketplaces should advocate for regulatory innovation that supports their sustainability objectives. This might involve working with policymakers to develop new laws and incentives that incentivize circular practices. Regulatory innovation can include tax benefits for businesses that adopt circular models, subsidies for sustainable technologies, and the establishment of green procurement policies by government agencies. The establishment of a Zero Waste circular marketplace is a commendable but complex endeavor. Regulatory compliance is a critical component that cannot be overlooked. Entrepreneurs and organizations embarking on this journey should thoroughly understand and adhere to the relevant environmental laws and regulations. By doing so, they can not only avoid legal pitfalls but also contribute to a more sustainable and environmentally responsible future for us all.

## STEP 07

# Finance



The circular economy shift towards sustainability presents a vast landscape of opportunities for the creative sector. The responsibility of scaling the circular economy is a multifaceted effort that requires the active participation of various stakeholders. Beyond the societal and environmental benefits, the circular economy offers distinct economic advantages to companies. These benefits encompass improved profitability, increased market value, reduced capital costs, enhanced return on investment, and lower production costs. Notably, the financial aspect of the circular economy has received less attention than its environmental counterpart. This knowledge gap underscores the urgency for comprehensive research on the financial implications of circular economy practices, serving as a driving force for their adoption in the business sphere.

Seek out what funding opportunities apply to your marketplace in your area. Some ideas:-

- **Government Grants:** Look for grants provided by local or national governments that support environmental initiatives, especially those promoting circular economy practices.
- **Sustainable Investment Funds:** Investigate whether there are green investment funds or social impact investors interested in supporting projects that contribute to sustainability.
- **Crowdfunding:** Consider launching a crowdfunding campaign, highlighting the marketplace's environmental impact to attract community support and funding.
- **Partnerships:** Seek partnerships with environmental organizations or businesses that might be interested in co-funding or sponsoring the marketplace.
- **EU Funding Programmes:** For projects in Europe, look into EU funding programmes that support the circular economy.



Selecting the ideal location for a Zero Waste marketplace entails careful consideration of various factors:

- **Accessibility:** Choose a location that is easily accessible by public transport, cycling, and walking to reduce the carbon footprint associated with travel.
- **Visibility:** Highly visible areas can increase spontaneous visits and awareness.
- **Community Engagement:** Locations with a strong sense of community and interest in sustainability are more likely to support a Zero Waste marketplace.
- **Regulations and Zoning:** Ensure the area is zoned for commercial use and that there are no restrictive bylaws that could affect marketplace operations.
- **Supplier Proximity:** Being close to suppliers can reduce transportation costs and emissions.
- **Market Demand:** Research the local demand for Zero Waste goods to ensure there is a customer base.
- **Cost:** Affordability of the location can be a decisive factor, especially for a start-up initiative.

## To make sure that the venue is suitable there are many factors that need to be taken into consideration.

### Size of the venue/area:

The size of the venue is important as there needs to be adequate space for all creative business participants.

Also, the venue needs to be a suitable size for the number of guests that will be attending. Knowing how many people will be attending the event will be important as if the venue is too small then it could become a health and safety hazard if the venue becomes overcrowded. However, if the venue is too big it may be a waste of money as only a small amount of the space may be used. The venue must also cater to people with disabilities (lifts, flat even ground, disabled bathrooms).

### Venue Ambience:

The ambience of a venue contributes significantly to the overall experience of an event, particularly in a marketplace where the atmosphere can influence consumer behaviour and enjoyment.

An inviting ambience can encourage visitors to stay longer and engage more deeply with the offerings, while a poorly considered environment might deter potential customers. It's essential to create a setting that resonates with the values and aesthetics of a Zero Waste marketplace, often incorporating elements like natural lighting, plants, repurposed materials for decor, and

easy-to-navigate layouts that facilitate interaction and discovery.

The atmosphere should reflect the marketplace's commitment to sustainability and community, possibly featuring educational displays that reinforce the Zero Waste message.

### Infrastructure:

For a Zero Waste marketplace, the infrastructure is pivotal. It must support the intended activities while also aligning with sustainability goals. Adequate space is needed for traders to display their products and for customers to navigate comfortably. Infrastructure considerations include:

- **Waste Management Systems:** Facilities for recycling, composting, and waste sorting must be integrated.
- **Energy Efficiency:** Utilize renewable energy sources and energy-efficient appliances and lighting.
- **Water Use:** Incorporate water-saving fixtures and, if possible, rainwater harvesting systems.
- **Sustainable Materials:** Use recycled, reclaimed, or sustainably sourced materials for construction and decor.

The right infrastructure will facilitate smooth operations and demonstrate the marketplace's commitment to sustainability.

# Creative Trader Selection & Management

STEP  
09



Creating a Zero Waste circular marketplace is an innovative step towards sustainability, with trader selection key to success. This process involves choosing creative suppliers who commit to waste reduction, resource efficiency, and support for the circular economy's principles. Effective trader management ensures these suppliers adhere to the marketplace's environmental standards, maintain quality, and engage in continuous improvement towards sustainability goals. It's a collaboration that fosters a shared vision for a waste-free future.

## 1. Trader Selection as a Strategic Decision:

The selection of best fit creative traders is a strategic decision that can significantly impact the success of a Zero Waste circular marketplace. Traders are the suppliers, partners, and collaborators that provide the goods, services, and materials necessary for the marketplace's operation. Choosing traders who align with the circular economy principles is not negotiable.

## 2. Alignment with Circular Economy Principles:

One of the primary criteria for trader selection is their alignment with the principles of the circular economy. Traders should demonstrate a commitment to sustainability, waste reduction, and responsible resource management. They should be willing to embrace circular design, recyclability, and materials with extended life cycles. These principles are fundamental in achieving the marketplace's Zero Waste goals.

## 3. Trader Auditing and Assessment:

Before onboarding traders, a rigorous auditing and assessment process is necessary. This involves evaluating a trader's environmental practices, waste management processes, and product life cycle. Assessments should consider factors like waste reduction strategies, recycling efforts, sustainable sourcing, and product design for longevity. A thorough evaluation helps identify traders that are genuinely committed to the circular economy.

## 4. Collaboration for Innovation:

Effective trader selection goes beyond compliance; it involves collaboration for innovation. Traders should be seen as partners in the marketplace's mission to reduce waste and promote circular practices. Collaboration can lead to the development of innovative solutions, such as products with extended life cycles, materials that are easy to recycle, and waste reduction strategies.

## 5. Trader Management for Sustainability:

Once traders are selected, effective management is essential to ensure continued adherence to circular economy principles. This includes setting clear sustainability expectations, monitoring trader performance, and providing feedback and guidance to help traders improve their sustainability efforts.

## 6. Compliance with Circular Design:

Traders must comply with circular design principles, which entail designing products and materials that can be repurposed, reused, or recycled. The marketplace should have established design guidelines and standards that traders are expected to follow. This not only reduces waste but also ensures the marketplace's products are in line with circular economy goals.

# Trader Selection & Management

STEP  
09



## 7. Supply Chain Transparency:

Trader management should also prioritize supply chain transparency. Traders should provide information on the origin of materials, sourcing practices, and the environmental impact of their supply chain. Transparency is essential for verifying the sustainability of products and ensuring that traders are not engaged in practices that contradict the circular economy's objectives.

## 8. Continuous Improvement:

Trader management should promote a culture of continuous improvement. Traders should be encouraged to regularly assess and enhance their sustainability practices. This may involve adopting new technologies, materials, or waste reduction strategies as the circular economy evolves.

## 9. Flexibility and Adaptation:

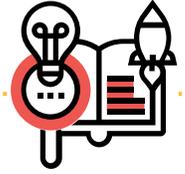
The Zero Waste circular marketplace should be flexible and adaptable in its trader management approach. As new innovations and technologies emerge, the marketplace should be open to adapting its trader selection and management strategies to embrace these advancements.

## 10. Trader Recognition and Incentives:

Acknowledging and rewarding traders for their commitment to the circular economy can be a powerful incentive for ongoing compliance. Recognizing and publicizing trader efforts in sustainability and waste reduction not only motivates existing traders but also attracts new ones who share the marketplace's vision. Trader selection and management are vital components in the creation of a Zero Waste circular marketplace. By carefully selecting traders who align with circular economy principles, auditing and assessing their sustainability practices, and fostering collaboration for innovation, the marketplace can ensure that its products and materials adhere to the principles of waste reduction and responsible resource management. Effective trader management, characterized by supply chain transparency, continuous improvement, flexibility, and trader recognition, is essential for maintaining a circular marketplace's sustainability objectives.

## STEP 10

# Marketing & Promotion



Marketing plays an important role in pushing circular economy approaches forward. Brands should promote the principles of CE and their focus should be on demonstrating evidence of living the values. Therefore, marketing can help broaden the adoption of the marketplaces. Moreover, marketing can be used as a tool to explore circularity opportunities among the target audiences and to understand what circular opportunities exist and uncover those opportunities.

It is important to review customers as well. Globally, 45% of consumers seek brands committed to circular sustainability, but trust-building is challenging amidst greenwashing accusations. Marketers must use compelling, creative brand storytelling. Shifting from consumerism to sustainable living involves:

- Developing eco-friendly products and services that are accessible and affordable.
- Creating unique user experiences throughout a product's lifecycle, differentiating from standardized offerings.

This approach addresses consumer concerns about convenience and aligns with their interest in recycling (64%), reselling used products (62%), and repurposing old items (54%).

However, marketing in the circular economy is more than just promoting sustainable products; it's a holistic approach that encompasses sustainability and corporate social responsibility. In the digital age, a convincing green digital marketing strategy plays a pivotal role in conveying the value of sustainable offerings. This approach informs, inspires, integrates, builds brand awareness, improves brand reputation, and creates economic value.

**To embark on a sustainable digital marketing journey, several essential factors should be considered:**

- **Identifying the Target Audience:** Understanding the audience interested in sustainable products and services is crucial. This involves conducting market research to pinpoint potential customers.
- **Creating Buyer Personas:** Develop detailed buyer personas to tailor marketing efforts and content to the specific needs and preferences of your target audience.
- **Defining Content and Communication Channels:** Determine the most effective channels to reach your audience. This may include SEO for search engine visibility, paid advertising, social media, and more.
- **Leveraging social media:** Social media platforms are indispensable for sustainable marketing. Tailor your approach to each platform; Instagram for visual content, Facebook for building communities, LinkedIn and Twitter for professional engagement, and YouTube for videos.

A successful circular economy marketing strategy informs consumers about sustainability, encourages responsible consumption, integrates sustainable products into daily life, builds brand awareness, enhances brand reputation, and ultimately creates economic value. By embracing these principles and utilizing digital marketing tools effectively, businesses can contribute to a more sustainable future while meeting consumer demand for ethical and environmentally friendly products and services.

#### Source:

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<https://intheloopgame.com/transcript/what-is-the-role-of-marketing-in-a-circular-economy-with-alena-kuzniatsova-2/>  
<https://www.lesrencontreseconomiques.fr/en/debats-idees/marketing-as-the-catalyst-of-the-circular-economy-transition/>  
<https://www.xplore.marketing/post/digital-marketing-in-the-circular-economy>

# Operations & Waste Management

STEP  
11



At the heart of the Zero Waste circular marketplace lies the commitment to sustainable operations and resource recovery. This encompasses practices designed to manage resources efficiently, repurpose waste as a valuable input, and ultimately diminish the environmental impact of waste.

Resource recovery goes beyond traditional waste management by emphasizing the reuse, refurbishment, and recycling of materials. It's pivotal for the health of our planet and for moving towards a circular economy where waste is not an endpoint but a new beginning.

By reimagining waste as a resource, the marketplace not only supports a sustainable future but also aligns with contemporary environmental

policies and consumer expectations for responsible consumption.

## What is waste management and why is it important?

The goal of waste management is to increase the product's lifecycle and reuse and recover materials where possible, in order to reduce the total amount of waste that goes into landfills and minimize the environmental burden. The final goal pursued through this practice is thus to recreate a valuable resource through responsible disposal of rubbish, which is why waste management plays a crucial role in supporting sustainable development and the transition towards a circular economy.

## Environmental Protection And Pollution Reduction

One of the primary benefits of waste management lies in its ability to minimize the environmental impact of human activities. Proper waste disposal and recycling reduce the amount of waste that ends up in landfills or incinerators, thereby decreasing greenhouse gas emissions and air pollution. By diverting waste from landfills, we conserve valuable space and reduce the risk of harmful substances leaking into the soil and contaminating water sources, protecting both human health and ecosystems.

## Resource Conservation

Waste management fosters resource conservation through recycling and reusing materials, reducing the total amount of material reaching final disposal. Recycling allows us to reclaim valuable resources from discarded items and, by doing so, we minimize the need for raw material extraction, thus conserving natural resources and mitigating the environmental impacts associated with the extraction and processing of raw materials.

## Economic Benefits

There are plenty of economic benefits deriving from waste management: not only does this practice reduce the overall cost of waste disposal, but also fosters the creation of job opportunities. Finally, investing in waste management processes boosts companies' reputation, attracting customers and investors.

## Enabling A Circular Economy

Waste management is a key enabler of the circular economy, a model aimed at reducing waste and optimizing resource use. In a circular economy, products and materials are designed for longevity, reuse, and recyclability. This transition from a linear "take-make-dispose" model to a circular one is fundamental in achieving a sustainable and greener future, and it is evident how waste management plays a big part in it.

## Waste Management

Circular economy and Zero Waste events are becoming increasingly popular as organizations and individuals aim to minimize their environmental impact. Waste management plays a crucial role in achieving these goals. Here's an overview of best practices for circular economy and Zero Waste events with an emphasis on waste management:

### 1. Event Planning and Design:

**Set Clear Goals:** Define specific waste reduction and diversion goals for your event. Make sure all stakeholders are aware of and committed to these objectives.

**Choose Sustainable Materials:** Opt for reusable, recyclable, or compostable materials for event signage, banners, and promotional materials. Avoid single-use plastics and non-recyclable items.

**Waste Audit:** Conduct a waste audit from previous events to understand the types and quantities of waste generated. Use this data to inform your waste management strategy.

### 2. Waste Reduction:

**Source Reduction:** Encourage exhibitors and traders to minimize packaging and use bulk containers when possible. Implement policies that discourage the distribution of free promotional items that often end up as waste.

**Digital Resources:** Provide event materials digitally, such as schedules, maps, and guides, to reduce the need for printed materials.

**Bulk Water Stations:** Install water refill stations to reduce the use of single-use plastic bottles.

### 3. Waste Collection and Sorting:

**Proper Bins and Signage:** Place clearly labeled bins for recycling, compost, and landfill waste throughout the event area. Ensure attendees can easily identify and use the correct bins.

**Educational Campaigns:** Conduct awareness campaigns before and during the event to educate attendees, exhibitors, and traders about the waste sorting process.

**Volunteer Support:** Recruit and train volunteers to assist attendees with waste sorting and answer questions about the waste management process.

### 4. Waste Diversion:

**Composting:** Implement a composting system for organic waste, including food scraps and biodegradable products. Partner with local composting facilities if necessary.

**Recycling:** Work with local recycling centers to ensure that recyclable materials are collected and properly processed.

**Donation Programs:** Encourage exhibitors and traders to donate unsold items or surplus food to local charities or organizations.

### 5. Monitoring and Evaluation:

**Track Progress:** Continuously monitor waste diversion rates and collect data on the types and quantities of waste generated. Use this information to adjust your waste management strategies for future events.

**Feedback Loops:** Solicit feedback from attendees, exhibitors, and traders to identify areas for improvement and address any challenges in the waste management process.



# Waste Management

## 6. Post-Event Reporting:

**Transparency:** Share the results of your waste management efforts, including the amount of waste diverted from landfill and any lessons learned, through post-event reports and communication channels.

Marketplace events play a pivotal role in fostering economic growth, connecting businesses with consumers, and creating a platform for innovation and entrepreneurship. However, as the world grapples with environmental concerns and the need for sustainability, it's imperative that marketplace events adapt and integrate energy-efficient practices into their operations. This report explores the best practices for organizing marketplace events in energy-efficient ways, highlighting strategies and real-life examples that minimize environmental impact while maximizing efficiency.

## 7. Continuous Improvement:

**Set Targets:** Establish waste reduction and diversion targets for future events, with the aim of continually improving sustainability efforts.

**Innovation:** Stay updated on new waste reduction technologies and sustainable practices to incorporate into future events.

Organizing marketplace events in energy-efficient ways is essential for minimizing environmental impact, reducing costs, and enhancing the attendee experience. By implementing best practices such as choosing sustainable venues, using energy-efficient lighting, promoting sustainable transportation, utilizing digital solutions, and adopting sustainable practices, event organizers can set a positive example and contribute to a more sustainable future. Real-life examples from events in Germany and Ireland demonstrate the successful implementation of these practices, showcasing the feasibility and benefits of energy-efficient event planning. As global awareness of environmental issues continues to grow, it is increasingly important for marketplace events to prioritize energy efficiency and sustainability.

## The Importance of Energy Efficiency in Marketplace Events

Energy efficiency is a critical component of sustainable event planning. It not only reduces the environmental footprint but also offers economic benefits. Organizing marketplace events in an energy-efficient manner can lead to cost savings, enhanced reputation, and a positive influence on attendees and participants.

### Key reasons for prioritizing energy efficiency in marketplace events include:

- 1. Environmental Responsibility:** Events can have a significant carbon footprint due to energy consumption. Reducing this impact is essential for mitigating climate change and preserving natural resources.
- 2. Cost Savings:** Energy-efficient practices can lower energy bills, reducing the overall cost of event organization.
- 3. Attendee Experience:** Sustainable events often attract environmentally conscious attendees and provide a positive and responsible image to the public.
- 4. Regulatory Compliance:** Many regions and municipalities have stringent environmental regulations. Energy-efficient practices can help ensure compliance.

# Best Practices for Energy-Efficient Marketplace Events

## 1. Sustainable Venue Selection

Choosing a sustainable venue is the first step toward energy-efficient event planning. Key considerations for venue selection include:

- **Energy-Efficient Infrastructure:** Opt for venues with energy-efficient lighting, heating, and cooling systems. Modern climate control systems, LED lighting, and heating and cooling systems with smart sensors can significantly reduce energy consumption.
- **Renewable Energy Procurement:** Inquire if the venue uses renewable energy sources or if there is an option to procure green electricity. Many venues offer the choice to source power from renewable sources.
- **Accessibility:** Select venues that are well-connected to public transportation to encourage attendees to use eco-friendly transportation options.

## 2. Energy-Efficient Lighting

Efficient lighting can substantially reduce energy consumption. Best practices for lighting include:

- **LED Lighting:** Use energy-efficient LED lighting, which consumes significantly less electricity and has a longer lifespan than traditional lighting.
- **Motion Sensors:** Implement motion sensors to control lighting in areas with varying occupancy, ensuring that lights are only active when needed.
- **Daylight Utilization:** Maximize the use of natural daylight to reduce reliance on artificial lighting during daytime events.

## 3. Sustainable Transportation

Promoting sustainable transportation options for attendees and participants is an essential element of energy-efficient event planning:

- **Public Transportation:** Encourage attendees to use public transportation, such as buses, trams, and trains, to reduce the carbon footprint of travel.
- **Carpooling and Shuttle Services:** Provide carpooling options or shuttle services for event attendees, reducing the number of individual vehicles on the road.
- **Electric Vehicle Charging:** Set up electric vehicle charging stations for attendees who use electric cars.

# Best Practices for Energy-Efficient Marketplace Events

## 4. Digital Solutions

Minimizing paper usage through digital solutions not only conserves resources but also enhances accessibility and convenience for event attendees:

- **Mobile Apps:** Develop event-specific mobile apps that include schedules, maps, and information, reducing the need for paper handouts.
- **Electronic Communication:** Utilize email and digital communication methods for registrations, confirmations, and information dissemination.
- **Online Surveys:** Gather feedback and data through online surveys instead of paper forms.

### EXAMPLE

*The St. Patrick's Festival in Dublin emphasizes the use of digital and online communication to reduce paper waste.*

## 5. Waste Reduction and Sustainable Practices

Implementing waste reduction and sustainable practices is integral to energy-efficient event planning:

- **Waste Separation and Recycling:** Provide clearly marked waste separation and recycling stations at the event to encourage attendees to sort their waste into different categories, such as paper, plastic, and organic.
- **Reusable Serveware:** Use reusable dishes, utensils, and cups instead of single-use plastics or disposables. Partner with traders who offer sustainable packaging.
- **Circular Economy Exhibits:** Showcase exhibits and demonstrations that illustrate the principles of the circular economy, such as upcycling and recycling.
- **Trader Sustainability Criteria:** Establish criteria for selecting traders that prioritize sustainable practices.
- **Local and Seasonal Food:** Collaborate with local, sustainable food traders who source ingredients locally and offer seasonal menus.
- **Public Transportation and Bike Parking:** Encourage attendees to use public transportation or ride bicycles to the event.
- **Zero Waste Workshops:** Organize workshops that educate attendees on how to reduce waste and adopt circular economy practices in their daily lives.
- **Eco-Friendly Promotional Materials:** Create promotional materials and signage using sustainable materials and inks.
- **Eco-Friendly Transportation:** Encourage attendees and traders to carpool or use electric vehicles.
- **Circular Fashion Shows:** Include fashion shows that feature clothing and accessories made from recycled or upcycled materials.
- **Composting and Organic Waste Management:** Implement composting for organic waste generated during the event.
- **Post-Event Waste Audit:** Conduct a thorough waste audit after the event to evaluate waste diversion rates and identify areas for improvement.
- **Zero Waste Challenges:** Organize Zero Waste challenges or competitions to engage attendees in waste reduction efforts.
- **Collaboration with Sustainability Organizations:** Partner with local environmental and sustainability organizations to co-promote the event and share best practices.
- **Carbon Offset Initiatives:** Calculate the event's carbon footprint and invest in carbon offset programs to neutralize emissions.

# Sustainable Procurement

- ▶▶▶ Sustainable procurement is a cornerstone of circular economy and Zero Waste events. It involves making informed choices when sourcing products and services to minimize their environmental and social impact throughout their life cycle.

## Best Practice: Prioritizing Local and Eco-Friendly Suppliers

One of the most effective practices in sustainable procurement for circular economy and Zero Waste events is prioritising local and eco-friendly suppliers. This approach revolves around sourcing goods and services from nearby businesses and those that uphold eco-conscious practices. This can be accomplished by:

- ▶▶▶ **1. Trader Assessment:**  
Begin by conducting a thorough assessment of potential suppliers. Evaluate their commitment to sustainability, including their waste reduction strategies, recycling initiatives, and adherence to circular design principles. Seek out suppliers who are aligned with the circular economy concept and can provide products or services with an extended life cycle.
- ▶▶▶ **2. Local Sourcing:**  
Opt for local suppliers whenever possible. Local sourcing not only reduces the carbon footprint associated with transportation but also fosters community development. Supporting local businesses enhances the regional economy and helps to create a network of like-minded partners committed to sustainability.
- ▶▶▶ **3. Eco-Friendly Materials:**  
When procuring materials for events, prioritize those that are eco-friendly and can be reused or recycled. Choose products made from renewable or recycled resources and avoid single-use or non-recyclable items. For instance, opt for reusable tableware and decorations to minimize waste.
- ▶▶▶ **4. Circular Design Products:**  
Collaborate with suppliers who offer products designed with circular principles in mind. These are items intended for long-term use, with features that enable repair, refurbishment, or recycling. Prioritize products that can be repurposed or returned to the supplier for refurbishment.
- ▶▶▶ **5. Waste Reduction Commitment:**  
Ensure that suppliers are committed to waste reduction. They should have systems in place to minimize packaging waste and excess materials. Collaborate with those who use eco-friendly packaging and take-back schemes to collect and recycle their products after use.
- ▶▶▶ **6. Green Certifications:**  
Look for suppliers with recognized green certifications, such as ISO 14001 (environmental management) or Fair Trade certifications. These certifications demonstrate a supplier's commitment to environmentally responsible practices and social sustainability.
- ▶▶▶ **7. Contractual Agreements:**  
Incorporate sustainability requirements into contractual agreements with suppliers. Clearly outline your expectations regarding waste reduction, recycling, and sustainable practices. Establish key performance indicators (KPIs) to measure supplier compliance with these requirements.
- ▶▶▶ **8. Collaboration and Feedback:**  
Develop a collaborative relationship with suppliers. Regular communication and feedback mechanisms help ensure that both parties remain aligned with sustainable goals. Share insights and innovative ideas to further reduce waste and promote circular practices.

## Best Practice: Prioritizing Local and Eco-Friendly Suppliers

### Benefits and Outcomes:

Prioritizing local and eco-friendly suppliers in sustainable procurement for circular economy and Zero Waste events brings numerous benefits. It reduces the environmental footprint, supports local businesses, encourages circular design, and minimizes waste. This best practice not only aligns events with sustainability principles but also sets a positive example for attendees and stakeholders, inspiring a broader commitment to circular and Zero Waste initiatives.

### In Conclusion:

Sustainable procurement is an integral part of organizing circular economy and Zero Waste events. By selecting local and eco-friendly suppliers and collaborating with them on waste reduction and circular design, event planners can significantly contribute to the success of their events while leaving a positive impact on the environment and society.

## Transport & Travel

### When organising transport for big events the following things need to be taken into account:

- The Event Type
- The Size of the Event
- The Frequency of the Event
- The Length of the Event
- The Timing of the Event
- Where the Event is taking place

When these factors are taken into consideration we have to think about the impacts and benefits of transport and travel to the event. We have to organise transport in a way that reduces traffic and congestion in already busy and built up areas. For example, if the event is taking place in a town centre we need to make sure that everyone can attend the event within in the timeframe without being late. We also have to take accessibility into account. People who may have a disability may need to park closer to the event. Therefore, there should be designated and reserved spaces closer to the event entrance. To reduce congestion in the town it may be beneficial to have a few buses that pick people up in an area outside of town or a place where there is a lot of parking (i.e. shopping centre) and have buses bring people to the event to reduce the number of cars that travel to the event, especially if parking in the town is scarce.

Also having clearly labelled signs telling the passengers where to park and let them know that there is transport available to the event will be beneficial so that it reduces the risk of traffic jams.

Also, it would be beneficial to tell local people living in the town to walk to the event rather than take transport as it will reduce the volume of traffic in the town. This in turn could reduce Greenhouse Gases being released into the atmosphere. Good organization and communication on behalf of the event organizers and the transport companies may reduce traffic jams and congestion and will allow people to enjoy the event stress-free, knowing that there is transport readily available.

*Robbins, D., Dickinson, J. and Calver, S., 2007. Planning transport for special events: A conceptual framework and future agenda for research. International Journal of Tourism Research, 9(5), pp.303-314.*

Communications and Engagement are pivotal in the orchestration of circular economy and Zero Waste events. These best practices not only disseminate a core message but also foster an interactive platform where stakeholders can collaborate, learn, and advocate for sustainable practices.

## Best Practices for Communications in Zero Waste Events

### Storytelling

One of the most powerful tools in communication is storytelling. A narrative that illustrates the journey of a product from creation to reuse can captivate audiences and drive the Zero Waste message home. For instance, Patagonia's "Worn Wear" campaign effectively uses storytelling to encourage consumers to buy used items or repair their gear, reflecting the essence of a circular economy. Craft a narrative around your event that showcases the lifecycle of products and materials involved.

**EXAMPLE** Visit Patagonia's Worn Wear programme to understand their storytelling approach. <https://eu.patagonia.com/gb/en/wornwear/>

### Transparency

Transparency is vital. It creates trust and accountability. The Zero Waste Scotland event, for example, publishes detailed reports on the waste generated and avoided during their events. This level of transparency educates and motivates participants to take ownership of their environmental impact. Publish a post-event report detailing waste management efforts and outcomes.

**EXAMPLE** Explore the Zero Waste Scotland Knowledge Hub for insights on transparency in action. <https://www.zerowastescotland.org.uk/knowledge-hub>

### Visual Communication

A picture is worth a thousand words, especially when it comes to communicating complex concepts like the circular economy. Infographics and visual aids can break down the Zero Waste process into understandable segments. The Ellen MacArthur Foundation offers a wealth of resources and visuals that explain circular economy concepts effectively. Utilize infographics and visuals to explain circular concepts at your event.

**EXAMPLE** Check out the Ellen MacArthur Foundation's Resources for educational visuals. <https://www.ellenmacarthurfoundation.org/resources/education-and-learning/teaching-resources/>

## Best Practices for Engagement in Zero Waste Events

### Interactive Workshops

Engagement is heightened when participants are actively involved. Workshops where attendees get hands-on experience, like those conducted by The Restart Project, which holds events where people learn to repair their electronics, can be especially effective. Organise workshops where attendees can practice Zero Waste activities.

**EXAMPLE** Visit The Restart Project to see a model of interactive engagement. <https://therestartproject.org/>

### Social Media Campaigns

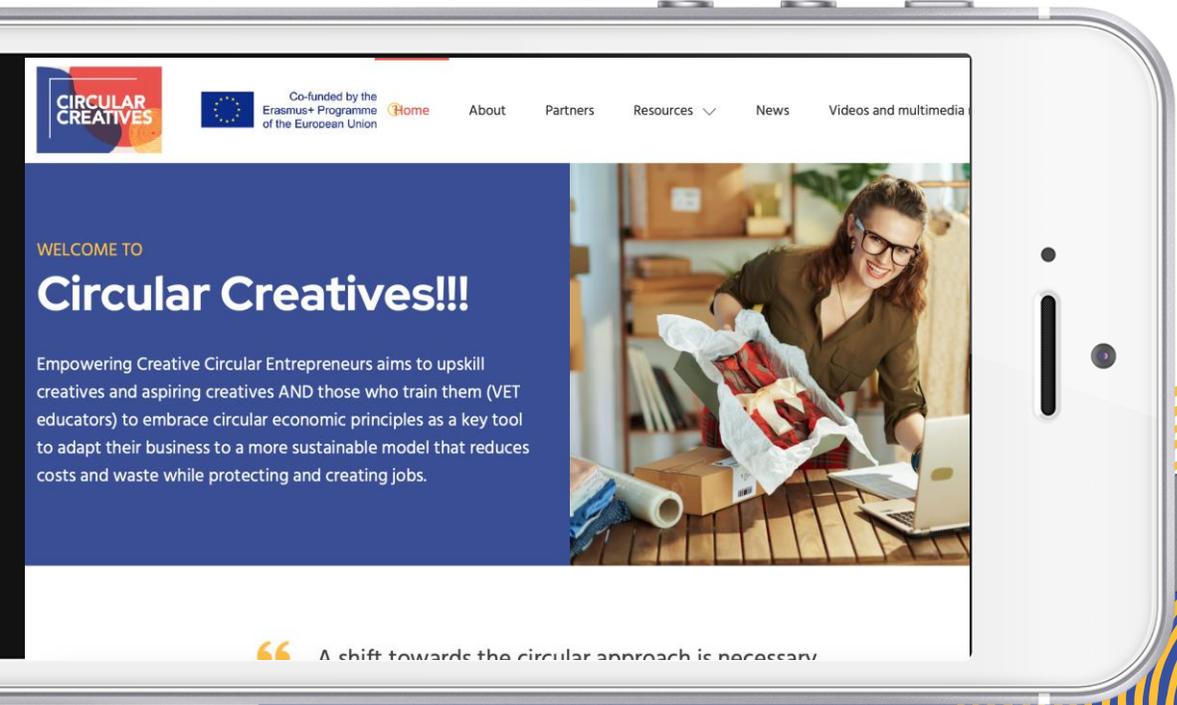
Harnessing the power of social media to engage attendees before, during, and after an event can amplify the reach of your message. The #ChooseToReuse campaign by Zero Waste Europe is an example where participants are encouraged to share stories and tips on reducing waste in daily life. Create a social media campaign to encourage participation and sharing.

**EXAMPLE** Follow Zero Waste Europe's campaigns for inspiration.

### Collaborative Platforms

Engagement is not only about broadcasting a message but also about listening and collaboration. Platforms like Slido can be used during events to encourage real-time interaction and gather valuable feedback. Implement collaborative tools to gather live audience feedback during events.

**EXAMPLE** Example: See how Slido works to engage participants during events.



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