



Event Management Company Perspectives of Green Event Implementation in Indonesia

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Abstract. Indonesia's event industry is currently growing tremendously and has great potential to support the return of tourism activities in Indonesia, especially after the COVID-19 pandemic. A wide variety of events are planned, such as exhibitions, conventions, incentive trips, concerts, cultural performances, and sporting events, which are in high demand by domestic and foreign tourists. While holding events can help boost tourism in Indonesia, holding events can have negative environmental impacts such as: Air pollution, waste problems, traffic congestion, energy wastage, etc. Awareness of the negative impacts of hosting events has encouraged various parties involved in hosting events to host more environmentally friendly events in order to preserve the environment. The objectives of this research are to identify the characteristics of green events, describe the implementation of green events in Indonesia, and explore the opinions of event management companies to determine the prospects of green events. The research is qualitative in nature and is based on various secondary data sources. A closed-ended questionnaire survey also helped to collect data from selected event management companies. Data was collected from eight major event management companies in Jakarta, Bali and Surabaya using a convenience sampling technique. The results of this study are intended to inform and insights into event management companies' perceptions of green events and the adoption of green event trends at events. The analytical results of this study are expected to generate recommendations to develop a framework and guidelines for implementing green events that support sustainable ecosystems in Indonesia.

Keywords: Green Event, Sustainability, Events, Event Management, Perception, Indonesia.

1 Introduction

Organizing a business event has great economic significance. Based on the 2023 Global Economic Significance of Business Events data released by the Events Industry Coun

cils (EIC) and Oxford Economics (Events Industry Council, 2023), 1.6 billion participants in more than 180 countries are involved in business events. More than \$1.15 trillion in business sales or in direct spending such as spending on planning and producing business events, business event-related travel, and other direct spending, such as spending by exhibitors. Business events also involve at least 10.9 million direct jobs worldwide, generating \$662.6 billion in direct GDP globally and an average spend per business event participant of \$707.



Fig. 1. Economic Significance of Business Event.
Source: Events Industry Council, 2023

Factoring in indirect and induced impacts, business events supported a total global economic impact in 2019 of \$2.8 trillion in business sales, 27.5M jobs supported by global business events and a \$1.6T contribution in GDP (which represents a contribution to global gross domestic product). The business events sector directly generates more sales than any other major global sector, including telecommunications equipment and air transportation. The \$2.8 trillion in total output supported by global business events represents a 9.1 percent increase over 2017, the previous year reported by the EIC. Based on these data, it can be stated that the organization of business activities has great potential and impact despite the decline in 2020 and 2021 due to the Covid-19 pandemic.

Of the 50 countries included in the calculation of the economic significance of the event business, Indonesia is one of the countries that has great economic significance. Based on data released by the (Events Industry Council, 2023) , Indonesia occupies the 16th position when viewed from Direct GDP and 17th position when viewed from Total GDP. This shows that Indonesia has enormous potential in organizing events that have an economic impact on the country. The data is in line with what Rizki Handayani Mustafa, Deputy for Tourism Products and Events Organizers of the Ministry of Tourism / Baparekraf, said in (KabarSGDs.com, 2022) that Indonesia through the Ministry of Tourism and Creative Economy to prioritize events and make events an economic

spark through adaptation, innovation and collaboration. The following data shows Indonesia's position in the industry comparison in economic significance released by the Events Industry Council (EIC).

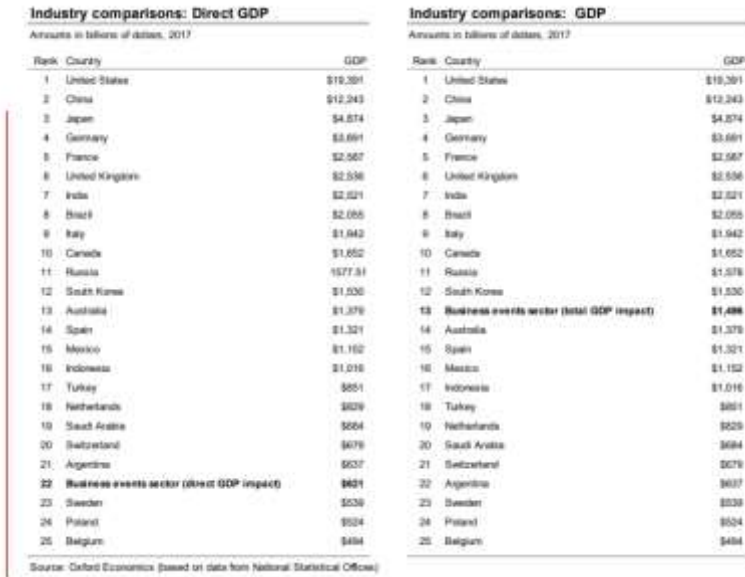


Fig. 2. Industry Comparisons, Economic Significance of Business Event.
Source: Oxford Economics, 2023

An event consists of many attributes that are unusual or unique, therefore an event can be categorized as a "once-in-a-lifetime" experience for participants that is generally expensive to stage, generally takes place within a short time span, requires a long and careful planning, has high risks (both financial and safety risks) and involves many stakeholders. Over time, the event industry has played an important role in human society and has long existed as part of the tourism and hospitality industry (Shone & Parry, 2004). According to Janiskee (2006), event management companies can be classified into four broad categories. The four categories include leisure events (such as sports, music, recreation), cultural events (such as ceremonial, religious, art, heritage, and folklore), personal events (such as weddings, birthdays, anniversaries), organizational events (such as commercial, political, charity, sales, product launches, meetings, exhibitions and so on). Referring to the (Ministry of Tourism and Creative Economy Republic of Indonesia, 2023), of the four elements of MICE activities (meeting, incentive, convention, exhibition), the exhibition sector is the most developed sector in Indonesia. However, the global business meeting sector has equally attractive potential. In 2021 the MICE industry began to experience positive growth, the MICE industry market is estimated to reach US658.5 billion in 2021. About 25 percent of this value, around 45 percent, comes from the meetings sector, followed by exhibitions and conventions, each of which is 20 percent, and incentive travel is approximately 15 percent.

In addition to the great economic significance of organizing events, there are also great challenges related to the negative impact of organizing events. Events that can have a major impact on the environment, such as noise pollution, energy waste from high electricity usage, food waste, plastic utensils used, waste management, air pollution from carbon dioxide generated from fossil fuel-powered vehicles traveling to and from the event can certainly have a negative impact on the atmosphere, waste that cannot be disposed of, legal actions, safety, risks and regulations.

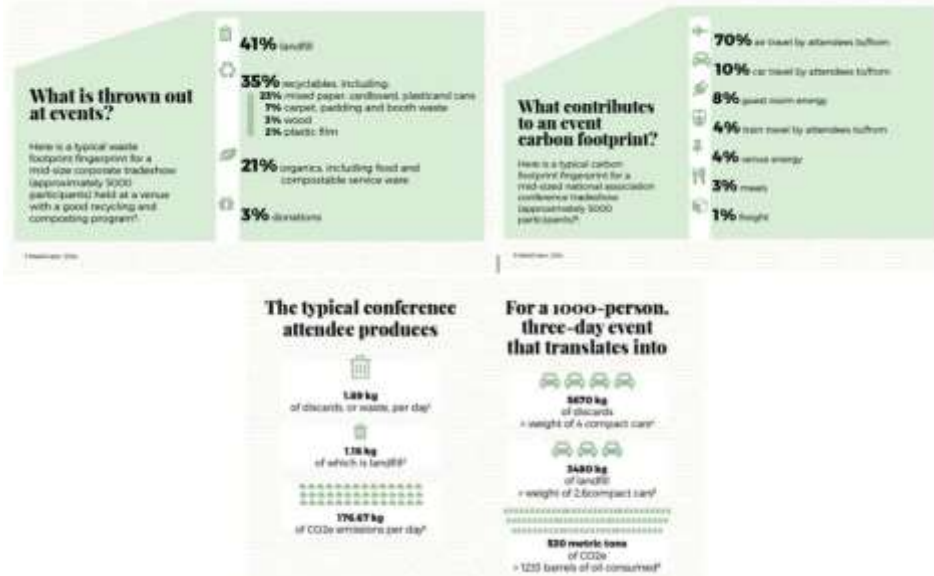


Fig. 3. The negative impacts of organizing events.

Source: Oxford Economics, 2023

(McKinley, 2018) presents data that illustrates the negative impacts of an event. The data shows three main topics related to the negative impacts of event organizing by featuring companies that have good programs in minimizing the negative impacts of event organizing. The first is related to waste management, where the data shows that as much as 41% of the waste generated from the event ends up in landfills. This means that the waste still has to wait to be reprocessed by the responsible party and is not immediately reprocessed or effective waste treatment measures are taken. Another 35% of the waste was recycled by turning the waste into various types of paper, carpet, plastic film and so on. 21% of the organic waste was composted, and another 3% was donated to those who needed the waste to be reprocessed. The second is related to the carbon footprint of the event where the data shows that 70% comes from the air travel of the event participants, 10% is generated from the use of cars by participants, 8% from the energy released by guest rooms, (room facilities), 4% comes from the use of trains by participants, 3% from food and 1% from participant logistics. The third is data that shows the amount of output from participants who take part in an event activity. Each participant produces 1.89kg of waste per day with 1.16kg of waste disposal and

produces 176.67kg of CO₂ emissions per day. This equates to 1000 participants for a 3-day event generating 5670kg of waste or the equivalent weight of more than 4 compact cars, 3480kg of landfill or more than the weight of 2.6 compact cars and 530 metric tons of CO₂ or the equivalent of more than 1233 barrels of oil usage. These risks can pose a threat and challenge to the organization of events, therefore a breakthrough must be made that can support the organization of sustainable events.

Not all events have to have a detrimental impact on the environment. The negative impacts of organizing events can be reduced by implementing the concept of "Green Events" or in other words implementing sustainable event management and ensuring its sustainability in the future. Through a concept known as sustainable event management, event organizers can find processes that protect the environment while creating an experience that attendees can enjoy. Today's modern society is increasingly aware of the importance of the environment, so sustainable event management will also grow in popularity by offering rewarding opportunities for individuals who can create and organize sustainable events while working towards making a positive difference in the world. Sustainable event management is a collection of tools, processes, and procedures used by event organizers and operators to make events more environmentally friendly. This can include an events offering free shuttle services and bike parking to reduce the number of car passengers and the resulting CO₂ emissions, or serving food in biodegradable containers so it won't be sent to landfill. This can even include event organizers sending encouraging messages to followers on their social media pages asking them to consider their waste output and environmental impact before, during, and after the event.

The term 'green event' can be explained to be one that includes elements of sustainability in its management practices and operations. Sustainability here includes environmental, economic, and socio-cultural responsibilities (Kapera, 2018). The implementation of the concept is aimed at sustainable development and is integrated with broader components of social, cultural, economic and environmental roles, combined with reduced energy consumption, reuse of resources and recycled materials (Getz, 2009). Green means recycling, reusing and reducing. Energy saving, waste management waste management and recycling are the main concepts of a green event. An event consists of waste management, electricity, water, printing and promotion, accommodation, transportation, food, entertainment drinks, etc. Green event means organizing, managing and ending an event in an environmentally friendly way. These environmental, economic and socio-cultural responsibilities form the basis for developing green tourism and require all aspects of the tourism industry, such as tourists, companies, communities and governments to be actively involved (Astawa et al., 2017) (Liu et al., 2017). The involvement of stakeholders in different countries in developing green concepts remains varied. It is influenced by various factors, such as economic, socio-cultural, political, and security (Mika, 2015).

According to Skift Meetings' Event Manager Blog (McKinley, 2018) this type of sustainability doesn't have to be a hassle, and can actually help increase profits and attendance. Examples include potential attendees who desperately want to attend our event but the distance or cost is prohibitive for them. If we can offer tickets virtually, this can increase the reach of the event and make those attendees feel more at ease and happy. Some additional benefits provided through sustainable event management are reduced risk to brand image, the ability to attract new participants, the ability to increase long-term success, and deeper relationships with participants and the wider environment in which the event is held. Participants and partners may be more willing to work with events or organizers that prioritize sustainability than those that do not. When choosing to create a sustainable event, organizers need to carefully consider which environmental and green areas or goals they want to pursue, hence the need to identify goals and scope early on. For example, if the event organizer wants to make the event more sustainable, they can ask what ways they can make it sustainable, as well as whether they want to address certain parts of the event itself (such as offering recyclable foodstuffs in one part or all parts of the event). It is also advisable for organizers not to confuse sustainability efforts or responsibilities with other partners, to engage in strong communication with waste managers, to ensure that all necessary sustainability equipment and materials are collected and provided, and that strong and diligent efforts are shown in the process of data collection and reporting on sustainability efforts. For example, if event organizers want to make the entire event 100 percent waste-free, they need to effectively delegate and communicate responsibilities, provide the necessary materials and equipment, and effectively report on the achievements displayed in the effort. The adoption of this sustainable concept is also an effective way and will help to introduce brand characteristics that are different from other events, thus increasing brand awareness of the event itself (Noor, 2013).

2 Materials and Methods

The world of event planning started to grow, develop and transform significantly over the years around the world, especially after the year 2000 (Ahmed, 2019). Event organizing companies gather various services from vendors and present them to clients. Events not only bring people together but can also provide significant economic benefits (Kose et al., 2011). Ensuring that guests who attend the event remember and even talk about the event long after the event has ended is very important (Now, 2013). (Islam, 2016) argued that event management is the process of organizing events in a professional and focused manner, visualizing the concept, planning, budgeting, organizing, and executing the event. The events industry and its related sectors have faced a lot of criticism for contributing heavily to environmental pollution. With its exponential growth over the past decade or so, the events sector is drawing attention as an increasing contributor to this global problem. Nowadays, there is a lack of academic literature examining the relationship between events and the environment. Event organizers are increasingly looking to highlight their eco-friendly credentials (H. Bergsteiner & G. C. Avery, 2010). One of the impacts of event organizing activities is the environment with

excessive waste production leading to the implication of large amounts of energy use (Zamzuri et al., 2016). This is because event organizing will always utilize resources that tend to be excessive. In addition to environmental impacts, events can create negative social and cultural impacts, traffic congestion, and the commodification of culture resulting in dissatisfaction of tourists and the community itself (Presbury et al., 2005). Globally, more and more event organizers are taking environmental, social and economic responsibility. Many international companies are making 'green events' part of their tendering process. A green event must not only reduce the negative impact on the environment, but must also leave a positive and lasting legacy for the local community.

Organizing an event requires a lot of water, energy and materials that produce waste and greenhouse gas emissions (J. Allen et al., 2002). Many event organizers and venue managers want to reduce their impact on the environment but may not be sure how to start. The involvement of all stakeholders is critical especially in their role of planning or producing the event. If there is no commitment from leadership, efforts may be ineffective and go unnoticed. Event organizers need to communicate this with all other partners involved to ensure full cooperation from the whole organization (S. Beer & C. Lemmer, 2011). Whenever and wherever we organize events, whether receptions, festivals, meetings or conventions, we have the opportunity to make a positive difference to the environment. The event planner is a central figure in any event, influencing the choice and experience of a constellation of suppliers, facilities, caterers, sponsors and attendees (D. Chernushenko, 1994). Similarly, sustainable event design will evolve over time and event planners will learn from experience and each other.

Various concepts and ideas developed by event organizers as a strategy to be able to create a stage in the planning process that can minimize the negative impact that can be caused by the event itself, to strategies that are able to identify and predict conflicts that may occur and then manage all of that until finally the event can end with a positive impact for all parties. In this case, the concept called sustainable is defined as an event that is designed periodically for the future and periodically, sustainable is also defined as an event that is guided by the concept of sustainability, which is environmentally sound, social and cultural preservation of the community, and economic improvement in the economic and cultural community (Noor, 2013). In conducting this research, green event functions as the main variable explored based on 5 indicators namely sustainable materials and resources, green mobility and an eco-friendly venue, catering and food, an eco-sustainable approach for waste management, and green communication. Data was collected in the form of a questionnaire filled out by 8 event organizing companies that have several event company branches in Indonesia and or have organized major events in Indonesia. This research is qualitative in nature with research samples using convenience sampling techniques and data collection derived from primary and secondary data. The following is the proposed research framework as outlined in the image below. Author's indicators adopted from (Pegonzi, 2021).

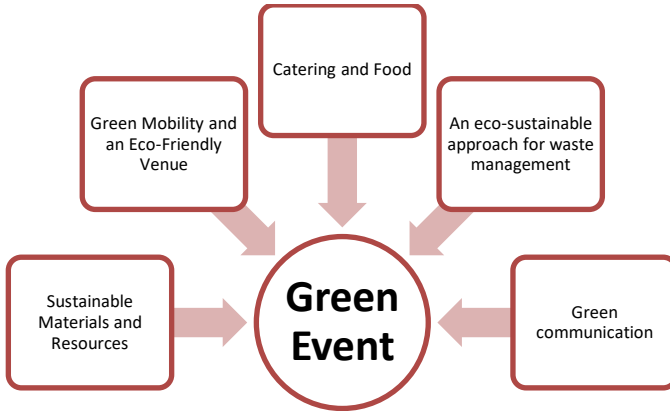


Fig. 4. Proposed conceptual framework.

Source: adopted from Pegonzi, 2021

3 Results

An green event is an event that fulfils one or more of the principles of sustainability. Green events are the best way to minimize the negative impacts that human activities have on the environment and local communities to some extent, while maximizing the positive impacts of hosting an event. Activities that can cause negative impacts range from limited meetings, parties, conventions, music concerts to official exhibitions. There are several strategies you can implement to make your event more sustainable with reference to the entire process of pre- and post-event activities, from planning to decommissioning, which should be done with sustainability in mind. Green events typically encourage respect for and protection of the environment, reduction of consumption and waste emissions, and the adoption of environmentally friendly organizational approaches. The event industry players in Indonesia are now starting to realize and try slowly to hold events with the concept of green events. The following are the results of research related to the implementation of green events in Indonesia as seen from the perspective of event organizing companies in Indonesia.

3.1 Sustainable Materials and Resources

The materials or resources that should be used in organizing an event should be leased, reusable or recycled. All equipment used in organizing an event such as tables, chairs, decorations and other equipment should be carefully selected, for example, choose equipment that is PCV-free or made from environmentally friendly materials. Event organizers can also avoid paper waste by printing event materials only when absolutely necessary and in the right way and medium, for example by using recycled paper. In addition, to reduce paper waste, digital communication such as email, websites and social media should be prioritized. Also, use digital versions of any documents that guests need such as tickets, event rundowns, meeting materials and so on. In this way,

event organizers not only contribute to waste reduction, but also promote reusable materials. Organizing companies can also replace promotional products to attract attendees with free services and activities to lower their environmental impact. The following are the responses of event organizing companies related to the sustainable materials and resources indicators used in implementing the green event concept at their events.

Does the company always use materials or resources that are environmentally friendly and can be rented, reused, or recycled in organizing events?

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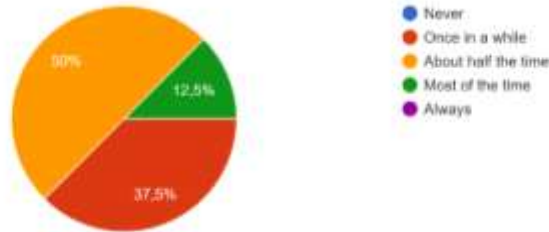


Fig. 5. Utilizing eco-friendly materials and resources

The data above shows that event organizing companies have not fully used environmentally friendly materials and resources. A total of 50% of the event organizing companies only utilize environmentally friendly materials and resources in the organization of their events, 37.5% even only occasionally and 12.5% who have mostly used environmentally friendly materials and resources.

Does the company have a policy to minimize the use of paper waste at every event?

8 jawaban



Fig. 6. Sustainable materials and resource policy

Although not all event organizing companies use environmentally friendly materials and resources, they have made efforts to create a clear policy on minimizing the use of paper waste in every event they organize. Based on the data above, it is clear that all event organizing companies already have a concern for environmentally friendly events, at least from their efforts to make such policies.

In addition to making policies related to reducing paper waste, 62.5% of event organizing companies frequently use recycled or used paper in order to support sustainable

events. Another 25% still use disposable paper and 12.5% each occasionally use used paper, meaning they still use a lot of disposable paper in running their events. Here is an overview of the use of recycled or used paper by event organizing companies.

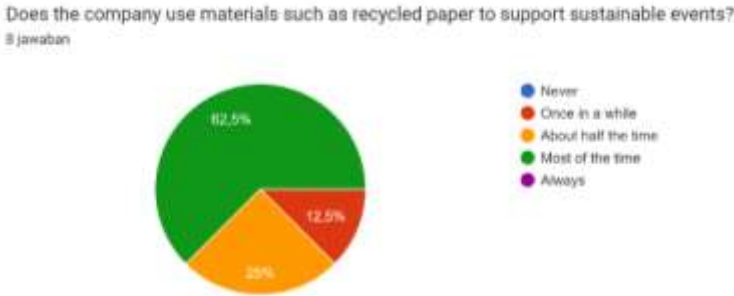


Fig. 7. Utilizing recycled paper to support sustainable event

Although most event organizing companies are already using reusable bags, this number can still be increased as digitalization in various industries continues to grow and technology becomes more sophisticated. People are starting to switch from using manual communication tools to more digital ones.

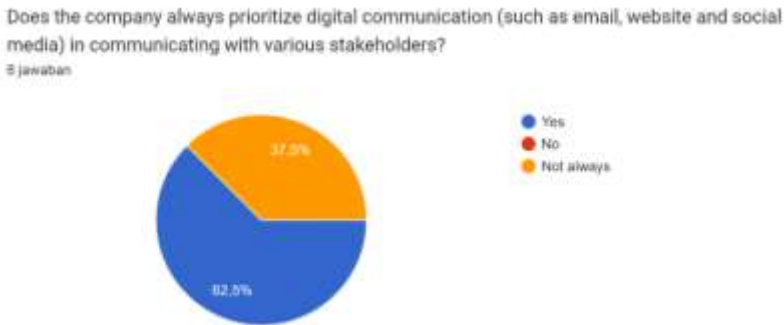


Fig. 8. Prioritize digital communication

One of the ways used by event organizing companies in carrying out sustainable events is by prioritizing communication using digital systems. The forms of digital communication used include email, website and social media. Based on the results of the questionnaire, it can be seen that 62.5% admitted that they had used digital communication as their main communication medium. While the other 37.5% still use some conventional ways of communicating. From the interviews conducted, the conventional communication is done mostly in the form of face-to-face event meetings and sending marketing kits.

Does the company inform and ask participants about the environmental impact of what the company provides?
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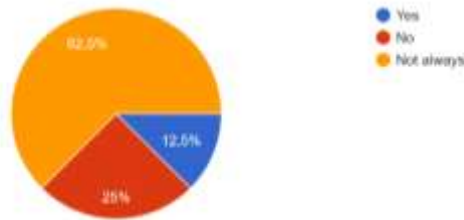


Fig. 9. Information about the environment impact of the company provides

Based on the figure above, event organizing companies do not always ask or inform about the environmental impact of the facilities or services provided by the company. A total of 62.5% of companies stated that they do not provide more detailed information about the environmental impact of their events despite the company's actions in implementing the concept of sustainable events. In addition, there are still event organizing companies that do not even inform and ask about the environmental impact of the facilities provided by the company, which is as much as 25% and the remaining 12.5% always ask and inform every service of their event that has an impact on the environment.

3.2 Green Mobility and an Eco-Friendly Venue

Basically, the key to creating a sustainable event is in the selection and determination of the location and or venue of an event. This focuses on the location of the event itself, how to get there and the mobility of all parties involved in the event. Environmentally friendly event locations and venues are usually easily accessible by foot, bicycle or public transport. Event organizers should provide guests with all the information they need about the event site plan, bike routes, bus schedules to and from the venue and information on where to rent bikes or electric bikes. It is hoped that by doing so, participants will be motivated to use a more environmentally friendly way to get around the venue. The free parking service provided by the organizer can also be replaced with other attractive offers such as discounts or special prices for guests who come to the event by using environmentally friendly means of transport. Such offers can encourage people not to use cars or fuel-intensive means of transport to attend our events.

The venue should also be energy-efficient and the energy used should come from renewable energy sources. Event organizers can also choose venues that are close to waterways so that the venue can use energy sources from lake water or river water as an alternative to generating electricity. At the same time, this method can also enhance the image of the venue through the characteristics displayed by the venue. The use of solar panels can also be an alternative for venues to provide electricity for event organizers. Using lights efficiently and creatively and minimizing the use of air conditioning should also be considered by event organizers in renting a venue.

Does the company always consider event locations that are easily accessible by walking, public transportation or cycling?

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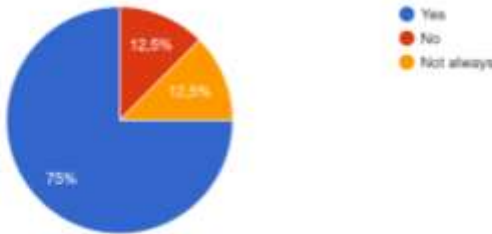


Fig. 10. Accessible location

Based on the results of the answers from the research sources, it can be concluded that in choosing and determining the location and venue of the event, 75% of the event organizing companies always consider the accessibility of the event location that is easy to reach by the participants either by walking, cycling or using public transportation. 12.5% of event organizers do not always consider the accessibility of the location because they have participants with special characteristics, such as participants with high economic class or motor vehicle users. A total of 12.5% of event organizers do not consider the location of the event because the event they have must be held at that place due to business considerations and other elements of consideration.

Does the company consider selecting event venues that support environmental friendliness such as saving energy and using renewable energy sources?

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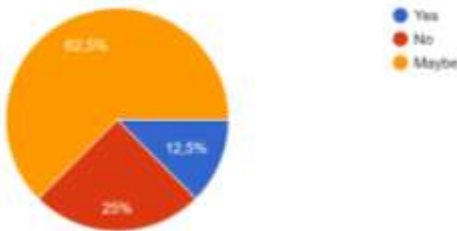


Fig. 11. Accessible location

In addition to choosing locations and venues that have good accessibility, event organizing companies should also consider locations or venues that support environmentally friendly events, such as locations or venues that have maximum energy savings or use renewable energy sources or other alternative energy. The data above shows that 62.5% of event organizing companies are still hesitant to use event locations or venues that support environmental friendliness. Another 25% said they did not consider it, based on the results of additional interviews that this was due to the lack of locations or event venues that have these features in Indonesia. Another 12.5% said that they do consider

eco-friendly event venues as a consideration in organizing their events, although this is not always the case.

Does your company stop providing additional services such as free parking to guests?
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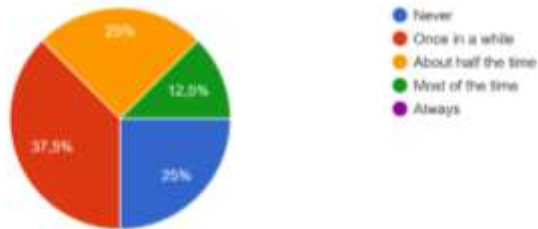


Fig. 12. Stop providing free parking services

In relation to green mobility and eco-friendly venues, one of the things that is also widely used as an alternative solution in organizing events is no longer providing free parking facilities. When viewed from the data obtained, event organizing companies have quite varied answers. A total of 37.5% stated that they still provide free parking facilities to their clients, 25% answered that they provide these facilities in half of their events, 25% never provide these facilities and 12.5% still provide many free parking service facilities for their clients. The conclusion that can be drawn from the figure is that most of the event organizing companies are shifting away from providing free parking, although some still provide it as an additional service.

Does the company provide all necessary information to guests regarding bus schedules, cycling routes, and bicycle/electric bike rentals?
8 jawaban

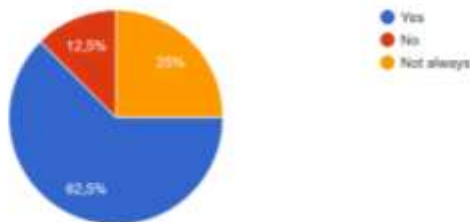


Fig. 13. Provide information about bus schedule, cycling routes and bike rental

One of the services that event organizing companies can provide in supporting sustainable events is to provide a variety of information about bus schedules, cycling routes and bicycle rental places. Based on the research conducted, 62.5% of event organizers have provided complete information about bus schedules, cycling routes and bicycle rental places. They provided this information through the information Centre or other event information media. However, another 25% did not always provide this information, and 12.5% of event organizers did not provide information to clients or participants regarding bus schedules, cycling routes to and from the venue and bike hire.

Does the company offer discounts and special rates for guests who reach the event location using environmentally friendly means of transportation?

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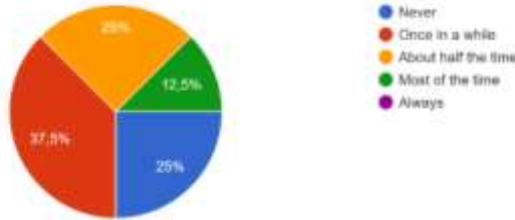


Fig. 14. Special offer for guest with eco-friendly transportation

Another action that is also an attraction in raising awareness of sustainability event implementation is to provide special gifts or offers to event guests, for example by providing discounts or special rates to guests who come to the event by using environmentally friendly transportation. Based on the data obtained, 37.5% answered that they only occasionally give such special offers, 25% answered that they give such offers in most of their events, 12.5% answered that they often give similar offers and 25% answered that they never even give special offers to their clients and guests who use environmentally friendly transportation. From this it can be concluded that event organizing companies have not fully incorporated special offers to clients and guests of their events who use public transport. They are not yet convinced that this is an effective way to support sustainable events.

3.3 Catering and Food

Food and catering is one of the things that should be considered in an eco-friendly event. Food and catering are often considered unimportant, but in reality, food waste is one of the main contributors to the negative impact on the environment. Part of food and catering that is often overlooked and becomes waste is the use of tableware that is not environmentally friendly and cannot be reused or recycled. In addition, the use of large containers for beverage service also needs to be provided so that participants can refill their water bottles and reduce the use of single-use plastic bottles.

Food provision or catering activities should also apply single portions in the organization of eco-friendly events as opposed to providing food in the form of a buffet. Catering services should be carefully planned according to the number of people participating in the event. Menu selection is also very important where ingredients and products should be locally sourced. This is not only to avoid the higher carbon footprint of using imported ingredients, but also to increase the consumption of local community products. Another eco-friendly step that can be taken is to collaborate on food waste management initiatives, for example by donating leftovers to charitable organizations on the day of the formal event. The whole context should be considered for waste, especially food waste. Waste is inherently bad because it causes environmental damage but

also erodes economic efficiency. If a catering activity disposes of products that have been produced in a sustainable way, then it is possible to completely negate the environmental benefits that have been gained (J. Musgrave, 2011).

Does the company prefer to avoid tableware waste, e.g. the required tableware should be reusable or recyclable or use tableware from degradable materials?
8 jawaban



Fig. 15. Avoiding tableware waste

In the implementation of environmentally friendly events, the use of tableware is something that needs to be considered. Often, unawareness of the use of disposable tableware has a negative impact on the environment. Based on the figure above, it can be seen that as many as 50% of event organizing companies have used environmentally friendly tableware. They are aware that disposable tableware can cause damage to the environment which in turn can affect the events they organize. Others answered that they were still unsure and some did not take tableware into consideration in the implementation of their events. This means that they do not have full awareness of the importance of using cutlery made from recyclable materials.

Does the company provide refillable drinks instead of bottled water?
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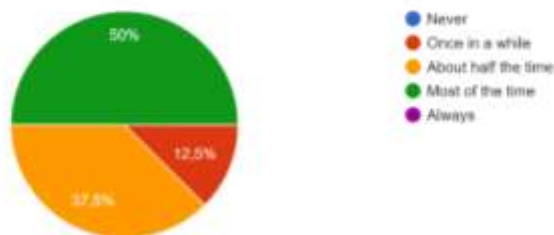


Fig. 16. Refillable drinks

Refillable drinking facilities in a large space can be an alternative in order to organize sustainable events. Event organizing companies can place large drinking containers to be utilized by participants or guests using their own drinking containers. This has been realized by many event organizing companies, as 50% of them have implemented it

frequently, 37.5% have done it often and 12.5% still do it occasionally. This means that there are no event organizing companies that do not carry out these activities.

Does the company carefully calculate the number of catering services according to the number of people participating in order to avoid leftover catering?
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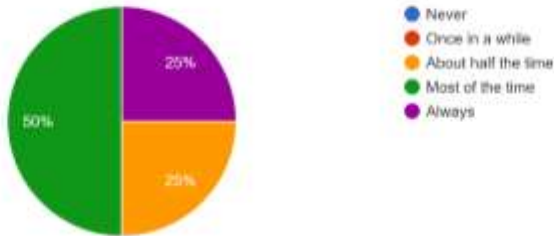


Fig. 17. Calculate the number of catering services

In the context of environmentally friendly events, the most important thing to consider in the context of food and catering activities is to calculate the number of servings needed. The event organizing company must calculate in detail each portion needed to serve the participants. Most of the event organizers have calculated the number of portions needed for their participants, namely 50% of the event organizing companies. While the other 25% said that they always calculate the number of food portions and the remaining 25% calculate the number of portions needed in most of their events.

Does the company consider selecting vendors that use locally sourced ingredients and products in order to prepare food and beverage services?
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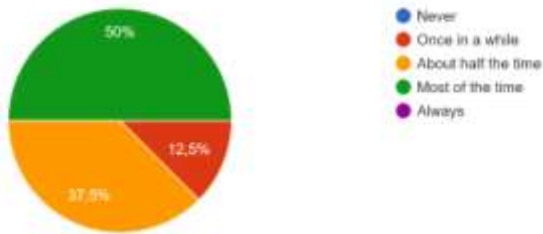


Fig. 17. Calculate the number of catering services

In addition to calculating the number of food portions, using environmentally friendly equipment and refillable water facilities, the selection of catering vendors also needs to be considered. It is recommended that event organizing companies choose vendors that provide ingredients from the local community in preparing their food and beverage services. A total of 50% of event organizing companies do pay attention to where the catering service will source its ingredients from, 37.5% pay attention to this in some of their events and 12.5% answered that they still occasionally consider choosing vendors

that use local ingredients for their food and beverages. But there is not a single company that does not consider the use of local ingredients by its catering vendors.

3.4 An Eco-Sustainable Approach for Waste Management

The focus of the discussion on waste is what are the real impacts of approaches to waste management and how this puts consumption in context. Waste is essentially the disposal of something that has value. Disposal often has a cost because to dispose of it you have to co-operate or enlist the help of others, even in foreign countries waste disposal is subject to local taxes (J. Musgrave, 2011). One of the ways in which waste can be sustainably recycled in the organization of an event is by transporting it in a certain way and separating it so that it can be reprocessed by certain communities that care about waste. The importance of individual responsibility as consumers and organizational responsibility on the supply side of an event is particularly important in relation to the sustainability of the whole event (S. Henderson, 2011).

Waste generated before, during and after the event will be minimal if a sustainable approach is followed. However, it is important to manage waste as it is generated in the best way possible. The simplest waste management action plan could be to collect waste separately according to its category. Another important thing is to make clear and firm rules for everyone to implement the waste disposal rules, the use of colors or symbols can be used to make it easier for people to make their waste according to its category.

The following is an overview of waste management as an implementation of green events in Indonesia from the perspective of event organizers.

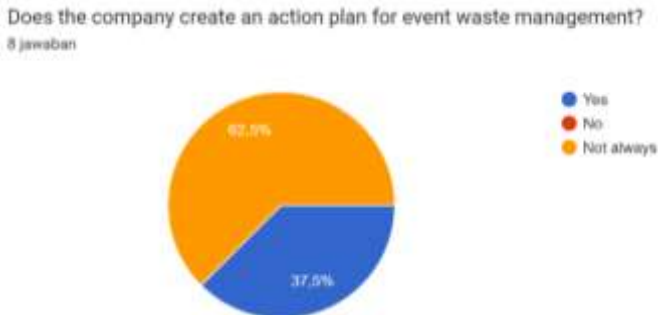


Fig. 18. Action plan for event waste management

Based on the data above, it can be seen that 62.5% of event organizing companies do not always make action plans in treating the waste generated from their events. That is because they feel that it is the responsibility of the venue owner where they have paid for the building facilities. While as many as 37.5% others have made action plans in treating their own event waste. The plan includes activities to reduce the use of paper or if forced they will use recycled paper or used paper, convert the plastic waste produced into useful objects, send it to the waste bank and so on.

Does the company set up separate waste collection for each event, e.g., specially classified waste bins?
8 jawaban



Fig. 19. Separate waste collection

Waste management can start from the simple matter of separating waste based on its category, for example separating organic waste from non-organic waste. 50% of event organizers have provided separate waste bins according to waste categories, while 37.5% do not always provide them and rely on building facilities to separate the waste, the remaining 12.5% do not even provide separate waste bins at all for various types of waste, they only provide one type of waste bin for all waste generated in their event. Education on waste selection is important so that event organizers can have the knowledge and awareness to manage waste better.

Does the company make clear rules for everyone, from staff to participants, regarding waste disposal?
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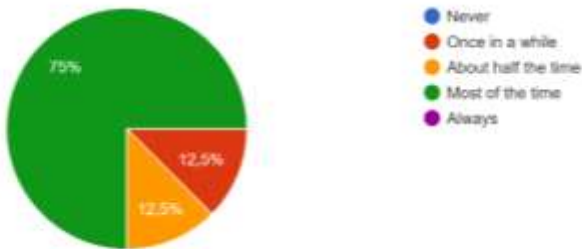


Fig. 20. Rules of Waste Disposal

Companies need to make clear rules regarding the disposal of event waste to avoid negative environmental impacts from organizing events. In this regard, 75% of event organizing companies have made clear rules regarding the disposal of event waste. They make rules on where waste can be disposed of and what sanctions are imposed when they violate them. In addition, so that all participants understand the rules of waste disposal, the company also provides detailed information about the waste disposal itself. Only 12.5% occasionally applied the rules and another 12.5% made clear rules regarding waste disposal at some of their events..

Does your company provide rewards to participants in a more environmentally friendly form such as discount vouchers, rebates and other similar items?

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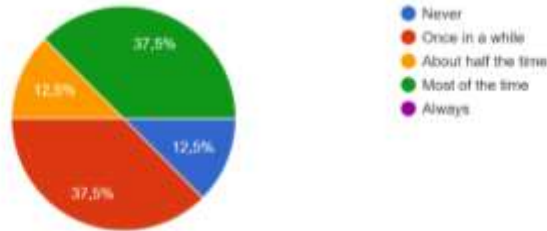


Fig. 21. Eco-friendly Rewards

Giving gifts is an attractive thing for event participants. Event organizing companies often give gifts to their clients in physical form, which can sometimes have a negative impact on the environment, such as gifts in the form of motor vehicles. Nowadays, more environmentally friendly types of gifts are developing, including discounts, vouchers, rebates and other similar gifts that are not in the form of environmentally friendly products. One part of implementing a green event is giving gifts that are more environmentally friendly. However, based on the data obtained, 37.5% answered that they only occasionally give gifts as mentioned, 37.5% claimed to often give gifts in the form of vouchers, discounts, price cuts and the like. Another 12.5% answered that they give such gifts several times and 12.5% of event organizing companies have never given such types of gifts.

3.5 Green Communication

Another important aspect of green events is how they promote sustainability and raise awareness about the various environmental issues we face today. Event organizers should encourage everyone to contribute for themselves and for the event organizers in terms of green events. Communication has an instrumental dimension that needs to be further explored, therefore communication involves more than just legitimacy. Sustainability communication lies not only in a company's commitment to social responsibility, but also in the act of publicizing goals and approaches that were initially implicit (J. Esquer-Peralta et al., 2008). The publication of formalized commitments becomes mandatory in the company's institutional communication, which is the responsibility of employees and managers. Communication should promote how green an event is, for example by advertising the sustainability of the event on every platform with material that is attractive, clear and accessible to others.

Continuous communication can also be done using media such as software. Event management software can help digitize the various aspects of the event that need to be communicated so that the use of printed materials such as brochures, event rundowns, flyers are no longer necessary. With the use of software, event organizers can minimize the use of paper and host events in a more efficient manner, saving costs and increasing

profits. Some of the ways that an integrated event management platform can make a programmed more environmentally friendly include:

1. Use of mobile event apps, online media kits and webinars to streamline event information flow
2. Creating an event website to provide key event information, reduce the distribution of paper materials during the event and focus on highlighting speakers and session details.
3. Manage data changes with event registration software
4. Sending personalized follow-up emails to attendees, as well as online surveys in lieu of direct mail thank-you notes.

Through green communication, event organizers can gain insight into attendee behavior and expectations, and what steps can be taken to create better sustainable events in the future.

The data below shows how the implementation of green communication as part of the implementation of the green event concept in Indonesia. Based on the data below, it can be concluded that as many as 75% of event organizing companies have conducted event promotions using environmentally friendly promotional media such as social media, websites and mobile applications. There are no companies that do not promote events using environmentally friendly pro-motion media, even though they still use traditional methods of promotion but they still insert environmentally friendly promotional media.

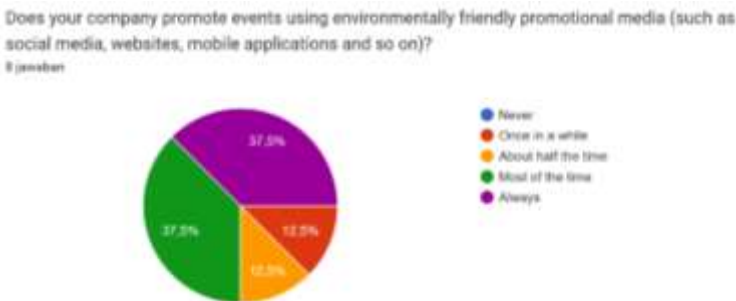


Fig. 21. Eco-friendly Rewards

Event organizing companies need to create policies to promote sustainability and raise awareness about all current environmental issues. The policy should at least be enforced internally for the attention of all employees and managers. Based on the data presented here, 75% of event organizing companies already have policies in place to promote sustainability and raise awareness about current environmental issues. The other 25% have not yet made such policies due to the lack of awareness of the importance of environmentally friendly events.

Does your company have a policy of promoting sustainability and raising awareness about all current environmental issues?
 8 jawaban

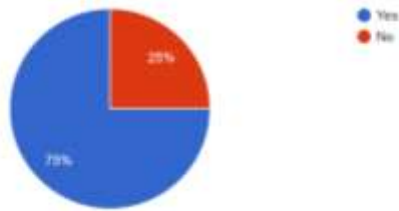


Fig. 22. Policy about current environmental issues

What is also important in implementing green communication is whether the company still uses printed promotional materials. More or less printed promotional materials have a great influence on the environment. It is believed that the less companies use printed materials as promotional materials, the more green communication will be achieved.

Does the company no longer produce printed promotional materials for participants and visitors?
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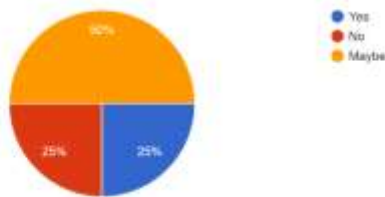


Fig. 23. no longer produces printed promotional materials

It can be seen from the data that 50% of event organizing companies are not sure that they can completely eliminate the use of printed promotional materials. They still use printed promotional materials because for certain conditions it is still effective for organizing their events. Even so, there are still companies that fully use print media as their main promotional media and are automatically still not environmentally friendly and can still have a negative impact on the organization of an event.

The conclusion that can be drawn from this research is that basically event organizing companies in Indonesia have implemented the concept of green events even though it has not been maximized. Making policies and rules related to environmentally friendly events has been made and implemented, it's just that it still needs to be improved and improved in its application.

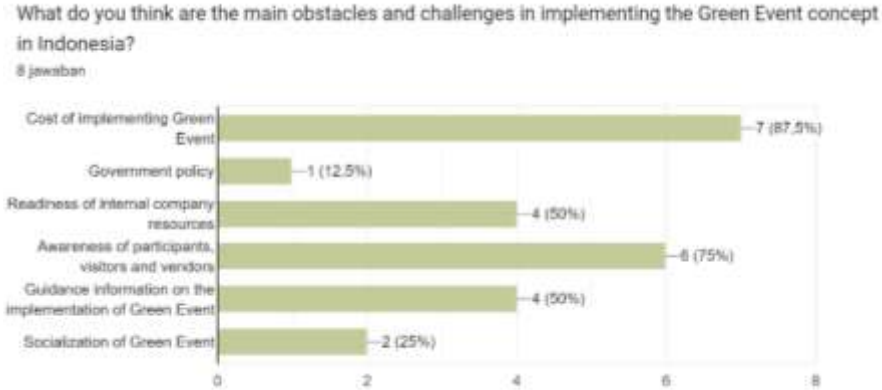


Fig. 24. The obstacles and challenges in implementing the Green Event Concept in Indonesia

There are several obstacles and challenges in the process of implementing the green event concept in Indonesia. From the data above, it can be seen that the main factors that cause green event implementation in Indonesia from the perspective of the event organizing company are the high cost of implementing the green event concept, the second is awareness of participants, visitors and vendors, and the third is internal readiness of the company and limited information guidance on the implementation of the green event itself.

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