

# GREEN THINKING AND SUSTAINABLE EVENTS



**REDUCE. REUSE.  
RECYCLE.**

**DOING OUR PART IN SAVING  
THE PLANET**

<https://www.baltic.travel/>



# CASE STUDY

 Meta Boost

## Guide to Green

Tallinn 03.11.22

 BTGbaltic  
travel  
group

# VENUE OF THE EVENT

## Hektor Container Hotel



Environmental sustainability and eco-conscious mindset is important to the hotel. They made many environmentally friendly choices at Hektor and pushed the limits of hospitality to not only do the most obvious but to also find solutions to those footprints that seem inevitable at the hotel. They **reduce, reuse and recycle** as much as possible.

# IMPORTANT FACTORS IN CHOOSING PLACES

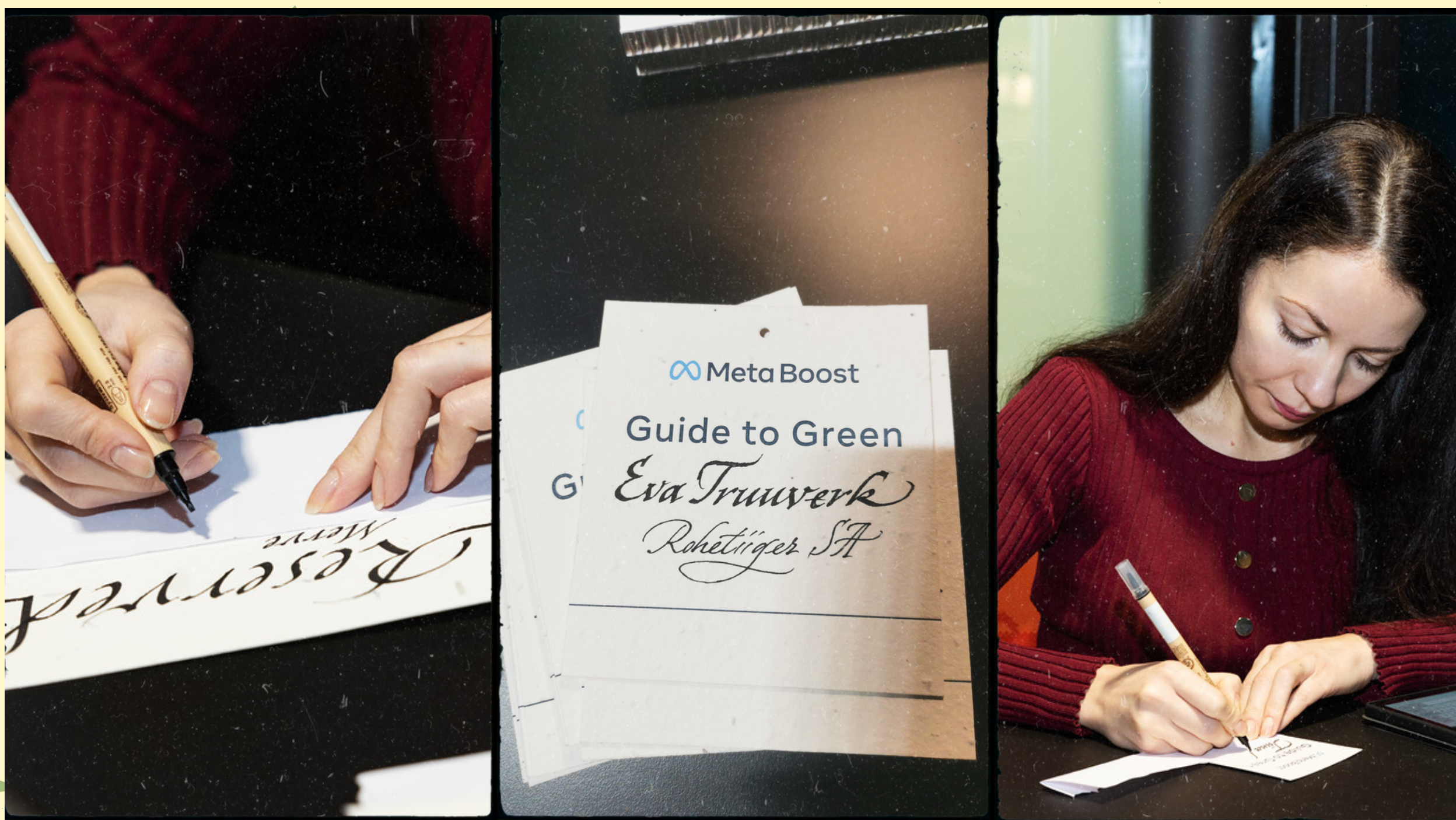
- Green certificate is a big plus as are venues that are owned by local business, local community etc.
- Locally sourced food with no meat on menus
- Sustainable use of materials – recycling and recycled goods eg no single use plastic etc.





# SEED PAPER!

For badges and reservation labels we used seed paper!



Seed paper is made by hand in workshop located in Tallinn's Old Town.

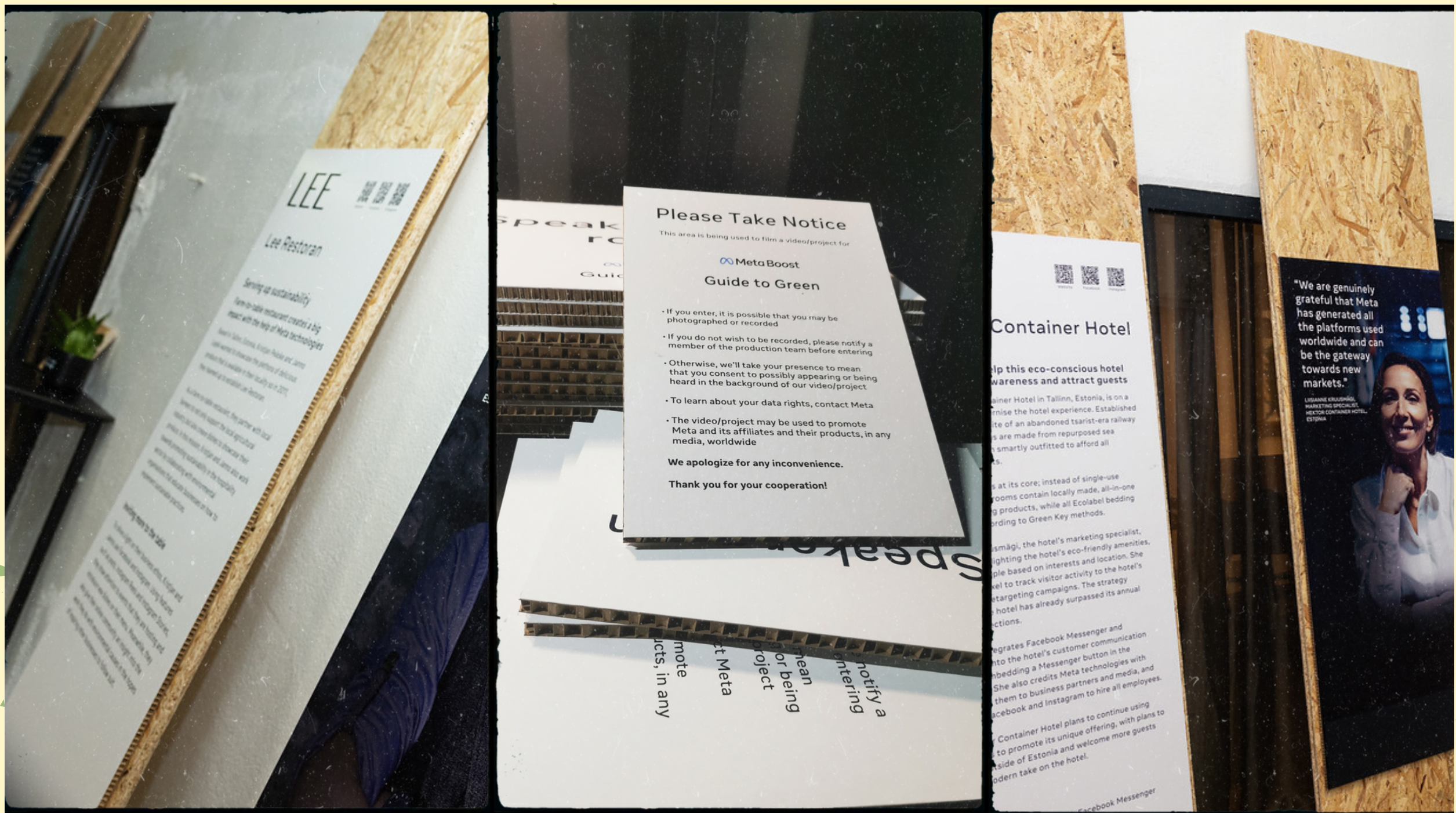
They recycle paper, add seeds to the paper pulp, then form paper sheets one by one, before carefully drying them and preparing them for print. Wherever their final destination may be, they can be planted in a pot or garden and soon afterwards can watch them grow!

The names of the people were written by hand by a local calligrapher.

Lanyards are recycled.

# DIRECTION SIGNS AND INFORMATION BOARDS

The material we used is called Re-board



Re-board can be printed on directly, allowing for unique looking high-quality solutions. Re-board is lightweight and easily installed, making it easy to transport, setup and store. You also don't need to worry about its ecological footprint as Re-board is comprised almost completely of timber industry's waste and scrap and is 100% recyclable.

## IN ADDITION

- Instead of printing menus, we used tablets (to avoid excessive printing).
- The event was paperless: program / information only on the screen,
- No plastic was used (jug water only)
- Only local ingredients were used in the catering
- Only live plants when decorating the room (no artificial decorations are used)





## Tallinn 03.11.22

