

Environmental Policy of Ice Hot Helsinki 2022

Soft footprint, strong handprint

INTRODUCTION

Our world is facing two important forces: global climate change and Covid pandemic. In order for us to thrive in the future the dance sector must adjust to the changing world. We need to identify what is relevant to us and promote positive change in mindset and action models. Us, organizers of Ice Hot 2022, are committed to a 1,5 C degree pathway set by the Paris Climate Agreement 2015. Therefore we aim to be climate friendly, increase accessibility and create new working possibilities.

The environmental policy for Ice Hot Helsinki 2022 is called “Soft footprint, strong handprint”. For us, one way to soften the carbon footprint of an international platform event is to improve digital accessibility and distribution of content. Strong handprint expresses our aim to maximise the positive impacts we can generate. We hope to inspire and encourage everyone to take on sustainable ways to think and act and to learn from the process ourselves.

AIMS OF OUR ENVIRONMENTAL POLICY

- Minimizing our carbon footprint whenever possible
- Maximizing our handprint and communicating our climate action
- Smarter and greener travel, increasing digital accessibility
- Via communication aiming to create positive change within the dance sector and wider society

We will minimize the carbon footprint of the event by following themes and actions:

Soft Footprint

Less material, more digital

The recipe for overconsumption is simple: No consumption – no effects. To get out of the spiral of overconsumption it is important to boldly question familiar habits and patterns. What if we looked with bright eyes at what we really need and what we don't? How can we enhance the event experience intangibly?

We recognise that also digital devices and streaming of data has environmental impacts. Digitality also consumes natural resources and energy. We aim to find a balance where we achieve more visibility and communication with less material use. More for less.

- We commit to avoiding all unnecessary material use and consumption
- We aim to use reusable and recyclable material e.g. whenever possible

Sustainable foods and drinks

- We aim to serve only vegetarian food and to promote Finnish plant-based food innovations for our local and international audience
- We will minimize food waste
- We aim to serve only fair trade coffee and tea
- We will use reusable cutlery whenever possible

Sustainable venues

We will discuss sustainability with all event venues and find out the following:

- How has the venue reduced its environmental impact?
- Does the venue have an environmental system, certificate or other tool for environmental management?
- Does the venue use renewable or non-renewable energy?
- Is the venue conveniently accessible by public transport and bikes?
- Are all waste recycled?

Sustainable collaborations

We bring our sustainability policy into our collaborations. We will ask all our collaborators:

- How does a company or other organization operate responsibly?
- Does the service provider have a specific responsibility solution that could be utilized for the event or promoted by the event?

Recommendation for sustainable travel

We recommend our attendees to reduce the environmental impact of travel by following choices:

- Arrive in Helsinki ecologically by train or bus
- If you travel by cruise ship, consider offsetting the emissions
- If you fly, consider offsetting the emissions
- When moving around in Helsinki, prefer public transport and walking.

We offer our artists the possibility to travel ecologically by covering for their travel expenses accordingly.

Recommendations for sustainable stay

We recommend our attendees to reduce the environmental impact of accommodation by following choices:

- Choose a hotel that has an environmental certificate or label as proof of environmental management
- Choose a reasonably sized room and consider sharing a hotel room if possible
- Avoid unnecessary energy consumption (lights and TV), water consumption and laundry
- With breakfast and other meals, avoid food waste and favor a plant-based diet

We aim to accommodate our guests in eco-certified hotels only.

We aim to maximize our handprint
= positive impacts by following themes and actions:

Strong Handprint

We aim to generate positive results:

- 1) By our own example. Sustainable production practices and choices ensure that the event operates responsibly.
- 2) By influencing the dance sector and more broadly society and the environment.
- 3) By sharing our learning process, our successes as well as our failures.

Our actions for greater handprint are:

- We will evaluate and consider compensating for the carbon footprint of the event
- We will purchase and cooperate locally and sustainably whenever possible regarding productional preparations
- We will use communication as a powerful tool to discuss and better understand the change for a more sustainable future

The Ice Hot Nordic Dance network is an agent of change in passing forward and continually improving its best sustainable practices.

Evaluation

We will evaluate the carbon footprint of Ice Hot Helsinki 2022 by an open Co2-calculator aimed for events: www.tapaus.fi/en/ With this calculator we will be able to evaluate the GHG emissions of the:

- Travel
- Energy consumption of use of space
- Data use of streaming (coming)
- Accommodation
- Catering
- Waste

Results of this evaluation can be used as a baseline for future events.

Based on the results we will consider compensating the GHG emissions of the event or alternatively participate in developing more sustainable practices of international touring by means of Nordic collaboration.

ENVIRONMENTAL SUSTAINABILITY PARTNERS

This policy was made with Helmi Saksala from Autiosaari and Elina Levula from Positive Impact.