

CULT MED

Sustainable Cultural Tourism
on the Mediterranean

Training Video Transcript

Module 1 – Video 2

Project 101174435



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MODULE 1: *How to organise sustainable cultural event based on ISO 20121 Standard*

VIDEO 2 – Ensuring the efficient management of the environmentally responsible cultural event

“Inside the Planning Room, Designing a sustainable cultural event”

Welcome inside the planning room of a Mediterranean cultural event.

Here, a small organising team uses sustainability as a guide for every decision: from setting goals and KPIs, to choosing suppliers and listening to community feedback.

In this video, we follow the planning process step by step, inspired by the ISO 20121 ‘Plan–Do–Check–Act’ approach.

Key points

1. **Goals & KPIs:** Setting meaningful sustainability goals and KPIs.
2. **Making responsible choices:** procurement, logistics, accessibility.
3. **Engaging stakeholders:** Adapting plans based on their input.

“Setting the Foundations: Goals & Stakeholders”

- Define what sustainability means for the event
- Set clear priorities and measurable KPIs
- Map key stakeholders and gather early feedback
- Align goals with local community needs and heritage protection

Planning begins with defining what sustainability means for this specific cultural event. Around the table, the organising team reviews the main issues: high waste from food stalls, pressure on nearby heritage sites, accessibility barriers and uneven benefits for local businesses. From these issues, they agree on clear sustainability priorities, such as reducing mixed waste, supporting local suppliers, improving accessibility and protecting cultural heritage.

They then translate these priorities into measurable KPIs. For example: ‘reduce mixed waste by 40% compared to last year’, ‘source 70% of materials from local suppliers’, or ‘ensure multilingual and accessible signage across the venue’.

Next, the team maps all key stakeholders: local authorities, cultural associations, residents’ groups, suppliers, performers and visitor segments.

Feedback is gathered early. Residents might raise concerns about noise or traffic. Cultural organisations may emphasise the importance of protecting local identity or sensitive heritage areas.



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This early consultation helps refine the plan, anticipate risks and ensure that sustainability goals reflect community needs, not just technical requirements.

“From decisions to action: procurement, accessibility and logistics”

- Choose reusable materials and low-impact materials
- Prioritise local and circular suppliers
- Improve accessibility
- Integrate sustainability into mobility and logistics

With their priorities and KPIs agreed, the team now turns to practical decisions for planning a sustainable cultural event.

They review different material options: single-use items that create large amounts of waste, or reusable systems that align with their waste-reduction target.

They choose reusable items and suppliers offering low-impact materials.

Local sourcing becomes another key decision. Prioritising nearby artisans, craftspeople and food producers reduces transport emissions and also strengthens the cultural character of the event.

The team also reviews accessibility. They plan ramps and clear circulation routes, create quiet zones, and prepare multilingual information so all residents and visitors can participate comfortably.

Finally, logistics are adjusted: coordinating public transport, adding bicycle parking, selecting low-impact energy solutions and adapting the site layout to avoid pressure on nearby heritage areas. Each choice reflects the KPIs set earlier, showing how sustainability becomes part of every step in planning a cultural event that respects both community and heritage.

“Refining the Plan: Early Monitoring & Adjustments”

- Check progress
- Adjust actions when targets are at risk
- Incorporate early community feedback
- Refine layout to protect heritage
- Keep the plan feasible and inclusive

As planning progresses, the team regularly checks whether their decisions still align with the KPIs they set.

If early estimates suggest that the waste-reduction target will be difficult to reach, they adjust the plan — for example by adding more sorting points or revising food vendor requirements.

If residents raise concerns about crowd flow near a heritage area, the layout is updated to reduce pressure.



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This early monitoring helps the team refine the plan, anticipate challenges and ensure the event remains feasible, inclusive and culturally respectful.

These adjustments prepare organisers for the deeper 'Check-Act' work that takes place after the event.

Designed with Intention • Rooted in Culture
Sustainable Cultural Events Support Local Value and Protect Heritage

Sustainable cultural events are designed with intention.

By planning responsibly and engaging communities, organisers create experiences that protect heritage, support local value and welcome everyone.

Discover how these choices are evaluated and improved in the next unit, and explore the full training material on the CULTMED website.



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