

representative of each subcommittee), 10 subcommittees;

- Committee members: 140 people (17 official members, 3 city councillors, 14 academics, 6 people from public agencies, and 100 experts).

City <b>Tel Aviv Yafo</b>	
<b>Country</b>	Israel
<b>Population</b>	438,820
<b>Title of policy or practice</b>	Green Eurovision
<b>Subtitle (optional)</b>	Pilot for sustainable large-scale events through reducing environmental impact
<b>URL video</b>	<a href="https://www.youtube.com/watch?v=raoR7CxKL4c">https://www.youtube.com/watch?v=raoR7CxKL4c</a>
<b>Category</b>	Governance
<b>SDGs</b>	SDGs: 11, 12. Green Eurovision's goals align with SDG 11 and 12.
<b>Brief description</b>	<p>The Green Eurovision (GE) initiative worked to find solutions to the environmental impacts of food festivals and aimed to create a guideline for running sustainable large-scale city events in the future. We decided to use Eurovision as an opportunity to highlight sustainability as a primary concern for the city's future.</p> <p>Using the Eurovillage as the setting for the initiative, GE worked with various Tel Aviv-Yafo municipality departments, private organizations and more than 50 vendors to reduce the environmental impact of the event. The C40 CSP workshop run prior to the event helped in allowing the event to run successfully.</p> <p>The collaboration between these partners and the municipality departments allowed us to explore what works in this specific large-scale event, such as the green dish initiative, as well as how we can improve communication to consumers and food vendors about correctly disposing of waste through the 3-bin system. The practices used in our initiative created a strong foundation for utilizing our sustainable practices in the future, which is beneficial to the city and its departments, the visitors of the event and, most importantly, the residents of the city.</p> <p>Thanks to the hard work put into planning GE, the event successfully diverted 17 tons of waste from landfills. This proved that the actions taken towards Tel Aviv-Yafo's first attempt at a zero-waste event were effective, and the practices employed can be replicated in a larger and more successful way in the future.</p>
<b>Date of start and state (ongoing/completed)</b>	05/2019 Ongoing
<b>Actors and stakeholders involvement</b>	The Tel Aviv-Yafo Municipality had a large part in running the event, through the Environmental and Sustainability Department, Tel Aviv Global, the Sanitation & Waste Management Department, SHEFA, and the Performance Department. Collaborations between Expo Tel Aviv (a municipality owned company), Leket Israel, Hiriya Recycling Park and 50+ food vendors were also integral to the success of the event.
<b>Approach</b>	<ul style="list-style-type: none"> <li>• Decision to use Eurovision as a large-scale sustainability pilot project and gain support for the initiative;</li> <li>• Review international protocols and decide to focus on waste management and food consumption;</li> </ul>

	<ul style="list-style-type: none"> <li>• Focus on food and waste management solutions in CSP workshop managed by C40;</li> <li>• Connect with partners and consultants such as chefs, vendors, waste disposal centers and prepare for implementations of the set of solutions for plastic and food waste;</li> <li>• Preparation phase and execution.</li> </ul>
<b>Innovation</b>	<p>Green Eurovision's plan for sustainability is leading the way for food festivals everywhere. Encouraging restaurant owners to reduce their environmental impact and add a "green dish" to their menus amplified the success of our project. A green dish, one that took environmental considerations into account in its preparations, was one that met 3 out of 5 of the following points: vegan, locally sourced proteins and vegetables, zero use of plastics, local ingredients (including seasonings), and locally caught, fully grown fish. These requirements additionally encouraged vendors to voluntarily engage in a circular consumption model, aligning with goals of SDG #12. The idea of working towards a zero-waste event was a primary goal that, after diverting 17 tons of waste from the landfill, was partially achieved and can only be further built upon in the future. Sending the brown bin food waste to an anaerobic digestion plant to be transformed into biogas changed the way we think about food waste and its potential. Because this was the first year that Tel Aviv-Yafo hosted Eurovision, it was an opportunity to establish an idea of what sustainable large-scale events can look like in the future. We hope that our methodology can be adopted not only by Tel Aviv-Yafo, but by all cities hosting the event in the future. GE paved the way for publicly managed events to demand a reduced environmental impact with a new level of specificity.</p>
<b>Impact</b>	<p>The food policies implemented in GE support sustainable food practices that benefit the entire city. The event collaborated with over 60 chefs in order to shape the menus of the 50+ food vendors that served the event. The chefs worked with vendors on portion control, especially for vegan dishes, limiting the amount of potential food waste. By portioning meals correctly, the unused food was donated to those in need. This point is especially valuable considering the fact that the Eurovillage was located in the southern area of the city, which is not an economically flourishing area. By introducing the ideas of food accessibility and zero waste, vendors and visitors had the opportunity to open their mind to more sustainable choices. Organic waste bins promoted the repurposing of food waste into biogas, preventing a larger carbon footprint for the entire event. The lasting impact of the sustainable changes made to this event can be seen in how food vendors see their consumption, and how visitors are conscious of how they separate their waste in the future. GE changed how Tel Aviv-Yafo's infrastructure is being used for sustainable large-scale events, allowing future events such as Pride to use the same policies later.</p>
<b>Inclusion</b>	<p>The practices involved in Green Eurovision's initiative fall into multiple categories of the MUFPP framework areas including food governance, food supply and distribution, and food waste. The participation of various partners was necessary in order to run a successful GE in tackling the issues of food and waste reduction. Along with the Tel Aviv-Yafo municipality, various organizations played integral parts in helping in the disposal of food waste and nonorganic waste produced as by-products of the event. Thanks to these collaborations, the event was successful in actively regulating food policies, taking into account areas such as food waste and local food producers. Given the criteria set for the food on the menus, food vendors had to obtain their ingredients from local farmers, who helped the event in an essential yet indirect fashion. The cooperation of 50+ vendors and 500 thousand visitors also had an essential role in the success of the initiative as well. Entrance to the venue was free for all visitors, leading 70 thousand visitors per day into the park. Additionally, in order to make Israel's largest food festival as inclusive as possible, all the dishes on the menus could not exceed 35 NIS (8.5 EUR). In addition to this economically accessible aspect, the park venue was physically accessible for handicapped individuals. GE offered various aspects of inclusion among its stakeholders as well as its beneficiaries.</p>
<b>Adversity coefficient</b>	<p>Facing a large-scale project, such as Eurovision, had been unprecedented in the city, and working in collaboration with all of the key players did not present an easy task. Expo Tel Aviv had a considerable opinion in how the event should be run, and at the same time, the IPBC and the EBU managed many aspects of the event. These factors prevented us from implementing several</p>

factors in our original plan and prevented GE's full potential from being met. The primary goals of the initiative were to host an event focused on reducing the carbon footprint, but achieving these goals was only made possible with the cooperation of vendors and visitors. The scale of the event, with 500 thousand visitors over the course of 5 days, presented an enormous mission to take on. Convincing each department of the municipality to align their goals more closely with the goals of GE was likely the biggest challenge in the beginning. Managing the 3-bin system was a difficult task because it fell into the hands of the visitors, and as a result, finding ways to educate guests through flyers, menus, volunteers, and social media became essential to the project's success. Because not everyone was fully informed, Leket could not successfully collect all of the surplus food from the first day's events. Despite this setback, donating the surplus meals from every other day of the event significantly reduced the amount of waste that could have been sent to landfills and created a larger carbon footprint. Working with the food providers in preparation for the event involved many educational aspects, including presentations and tips for waste reduction and creating green dishes. They also worked with local chefs to adjust their recipes in terms of their ingredients and approach in order to fit the criteria of the event. Our initial idea was to require every food vendor to serve at least one green dish, but given our time constraints, we decided that it was not realistically feasible. We do hope to implement this practice for future sustainable city events.