

SUSTAINABILITY GUIDELINES

FOR STARTUP DAY 2025

For demo booths & partner areas
productions partners & technical crew
food and beverages providers

We care about the environment and want to act towards preserving it. Big events like sTARTUp Day have an environmental footprint. That's why we'd like to organize our awesome business festival **as sustainably as possible. Let's contribute **together** to a more sustainable sTARTUp Day by following **environmental guidelines**.**

Since 2021, sTARTUp Day has reduced the amount of waste produced during the festival by 3.5 times, switched to 100% reusable cups and dishes, and increased the availability of plant-based food. Our main event venue runs on renewable energy. But let's not stop here! We are working closely with our partners and exhibitors to further reduce the environmental impact of demo, partner areas and food court.

A large, faint, light-yellow recycling symbol (three chasing arrows forming a triangle) is centered in the background of the slide.

MATERIALS, REDUCTION OF WASTE

Reduce, Reuse, Recycle

DESIGN EVERYTHING TO BE REUSABLE MULTIPLE TIMES OR MADE OF MATERIALS AND ELEMENTS THAT YOU COULD **REUSE** IN OTHER PLACES OR LET IT REUSE BY OTHERS

If the materials and elements are not reusable, they need to be recyclable. Use natural materials

DON'T

- ✗ Don't use **disposable** event carpets
(some alternatives are tile carpets, laminate, artificial grass and rag rugs)
- ✗ Don't add dates nor **event-specific information**
to your branded designs and/or booth elements
- ✗ Don't use any **disposable** building **materials**, banners & design elements. **No balloons**
- ✗ Don't waste fastening (tape etc), use already opened packages first.

DO

- ✓ “Add some colours” to your area **with other reusable decorations**
(reusable walls, furniture, led lights and screens ect). If needed, please choose reusable rental carpets, reusable tile carpets, rags or artificial grass as a floor cover
- ✓ Do use materials and inventory that can be **reused multiple times**
- ✓ All the waste created has to be **collected separately** and according to the given categories

NO DISPOSABLE GIFTS

No overproduced
things - everyone already
has plenty of these at home

tote bags
mugs
memory sticks
power banks

Let's be **original** and share
unique experiences
instead of things!

Gifts need to be practical,
useful, reusable several times
and original

no branded
printouts and
flyers

Each partner is allowed to bring along **1 type of gifts**. Think about what merchandise, book, stickers or other items visitors might find the most use of.

Don't hand out more than **one copy per visitor**.
Don't leave the materials to **public areas** outside
your area/stand.

DON'T

- ✗ **Don't offer food and drinks in disposable containers**
Including plates, bowls, cups etc.
(compostable burger, wrap pockets are an exception)
- ✗ **Biodegradable/compostable containers/cutlery are also not allowed**
disposable straws, "cocktail umbrellas", food wrapping materials like film, foil not allowed
- ✗ **Don't offer bottled water in your booth/partner area or sell it in the foodtrucks or bar**
There is clean drinking water available for free - bring your own water bottle and also coffee cup with you

DO

- ✓ Offer drinks in **reusable cups** or Estonian **deposit-subjected bottles** or cans and snacks on reusable plates



- ✓ If you're offering food/snacks, have **a plant-based option** available.
- ✓ It is mandatory to use **reusable dishes and cutlery**
cups, bowls, burger boxes, plates, cutlery, etc or deposit-subjected bottles/cans



PARTNER FOR REUSABLE DISHES, CUPS AND CUTLERY IS **RINGO.**
REUSE FEE WILL APPLY FOR RENTAL DISHES.

Deadline for ordering your dishes, cups and cutlery is **15.01.2025!**
Orders after the deadline may be possible by extra charge, but are not guaranteed.

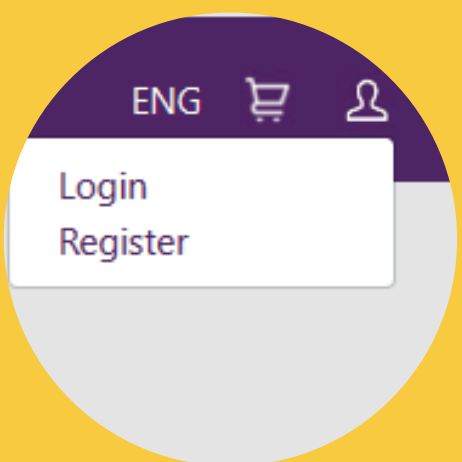
Check out the selection of reusable dishes from Ringo: <https://orders.ringo.eco/>

1

Go to Ringo
webshop

2

Register your
account or log in



3

Choose all the dishes and
amounts you need and
add them to your cart
(If something you've
chosen is not available for
this event, you will be
contacted and offered al-
ternatives)

4

"Proceed to
check out"



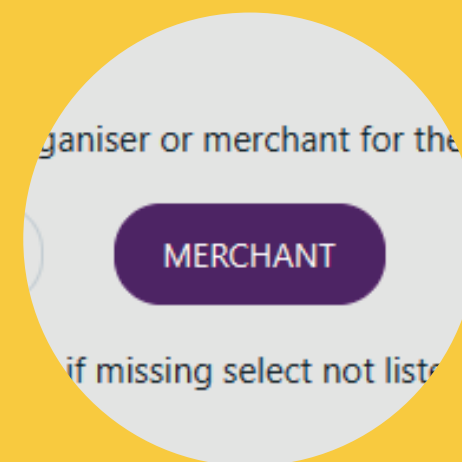
5

Choose
"I am event"



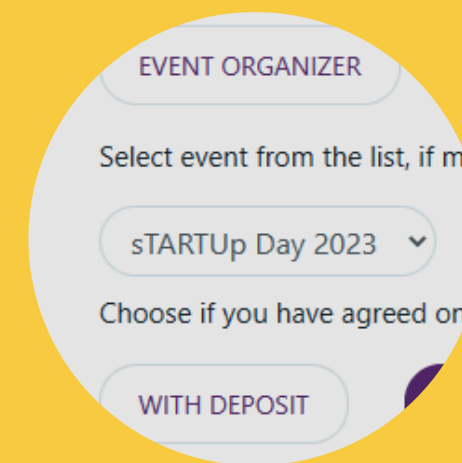
6

Choose
"Merchant"



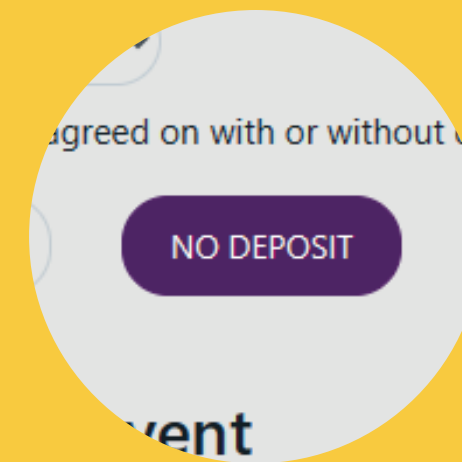
7

Choose "sTARtUp Day
2025" from the dropdown
menu of the events



8

Choose
"No deposit"



9

Timely orders will be
sent to the sTARtUp
Day venue directly
and will be brought to
your foodtrucks /
area by sTARtUp Day
sustainability team.

Please be aware that additional last minute (including during the event) extra orders are not possible. We recommend you to order a bit of extra dishes and cups right away.

PRICING AND BASIS OF COST CALCULATIONS:

- All the dishes returned in an open box are considered as used and charged accordingly.
- Unopened boxes could be returned to Ringo by paying only 3€/box handling fee.
- No closing opened boxes by yourself! Every box of dishes is calculated and counted as a whole.
- No keeping unused dishes for use at the next event! All the unused dishes must be returned to Ringo after the event.

If you have any questions regarding to Ringo's service and you can't find the answers from this guideline nor Ringo's website, please contact - Sandra Luhtoja - 54502920

If you are offering or selling food or drinks on disposable dishes and cups (despite the material), sTARUp Day may ask you to stop offering/selling food/drinks immediately until you are able to serve them in Ringo dishes.

WE UNDERSTAND THAT SOMETIMES IT'S VERY COMPLICATED TO AVOID SINGLE-USE SOLUTIONS. HOWEVER, **IF YOU DECIDE TO GO THIS ROUTE** (USE DISPOSABLE CARPETS FOR EXAMPLE), **WE WILL ADD A 10% FEE TO YOUR DEMO AREA PRICE.** THIS MONEY WILL BE DONATED TO ESTONIAN FUND FOR NATURE TO CONTRIBUTE IN PRESERVING ESTONIAN NATURAL ECOSYSTEMS.

WASTE MANAGEMENT

**follow sTARTUp Day's system
of separate waste collection!**

Lorem ipsum

ALL THE WASTE FROM YOUR DEMO BOOTH, PARTNER AREA, FOODTRUCK OR BAR NEEDS TO BE STORED IN THE WASTE COLLECTION AREA.

- It is not allowed to use waste bins meant for visitors.
- During prep days, use temporary containers in the venue for mixed waste, paper and cardboard, empty packaging.
- **Coffee grounds need to be collected separately** and utilised to biowaste containers.
- **No foodwaste!** Offer edible drinks-snacks to the team, volunteers, bring them to Foodsharing Tartu food lockers or donate it for those in need.

Separate waste collection categories in the waste collection area:

BIOWASTE

EMPTY PACKAGING

PAPER AND CARDBOARD

DEPOSIT BOTTLES & CANS

**MIXED WASTE
(SEGAOLMEJÄÄDE)**

**USED COOKING OIL AND
LIQUID WASTE**

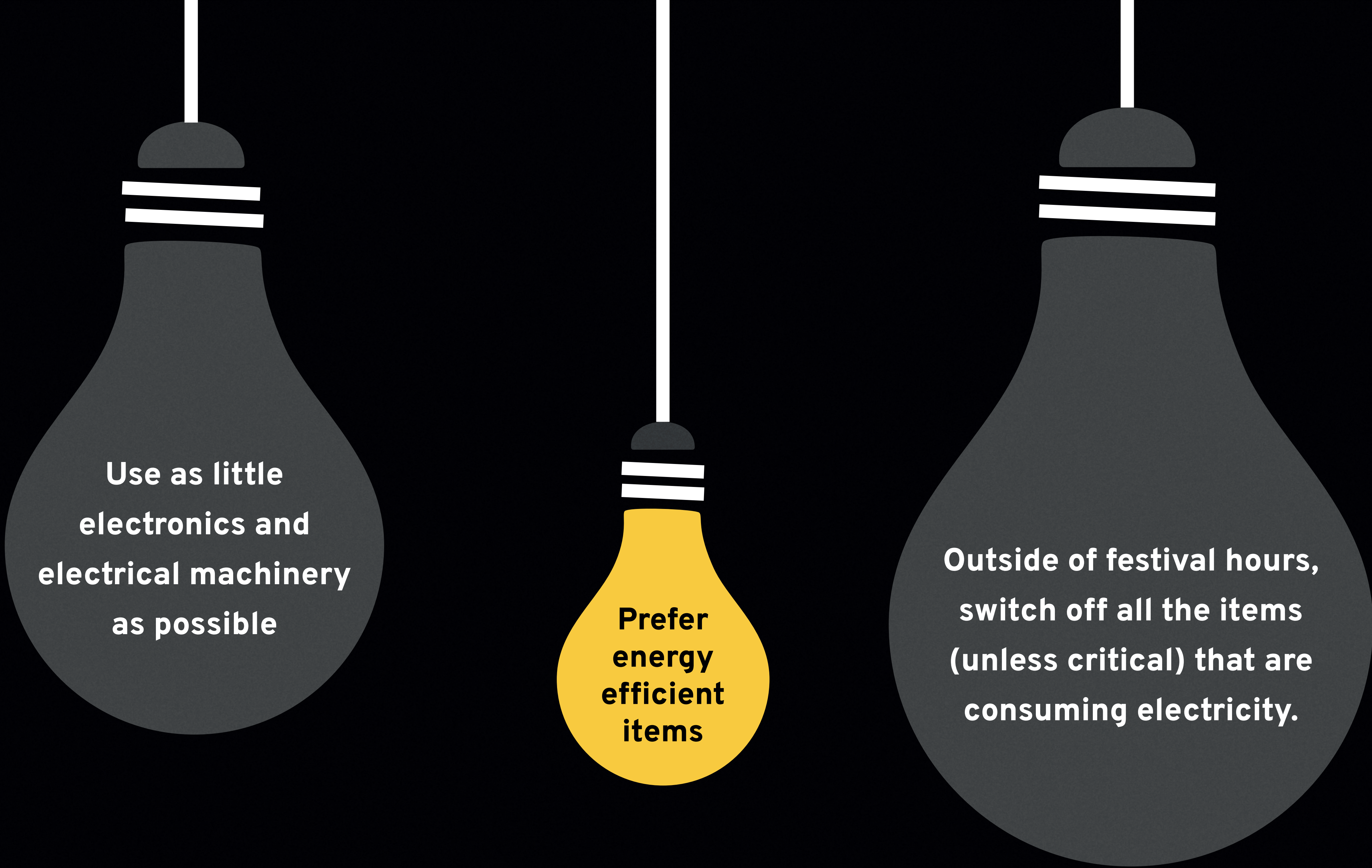


please follow the coloured signs on the waste containers.

**IT IS MANDATORY THAT THE
REPRESENTATIVES OF THE
PARTNER AREAS (OR AGENCIES
HELPING SPECIFIC BRANDS IN
CREATING BOOTHS)
PARTICIPATE IN A CALL**

- The call schedule will be provided to you by sTARUp Day team
- Partner areas will give an overview of the planned design elements and inventory in a booth
- sTARUp Day in cooperation with sustainability partner Acento will confirm the solutions and consult for sustainable choices.

ENERGY AND RESOURCES

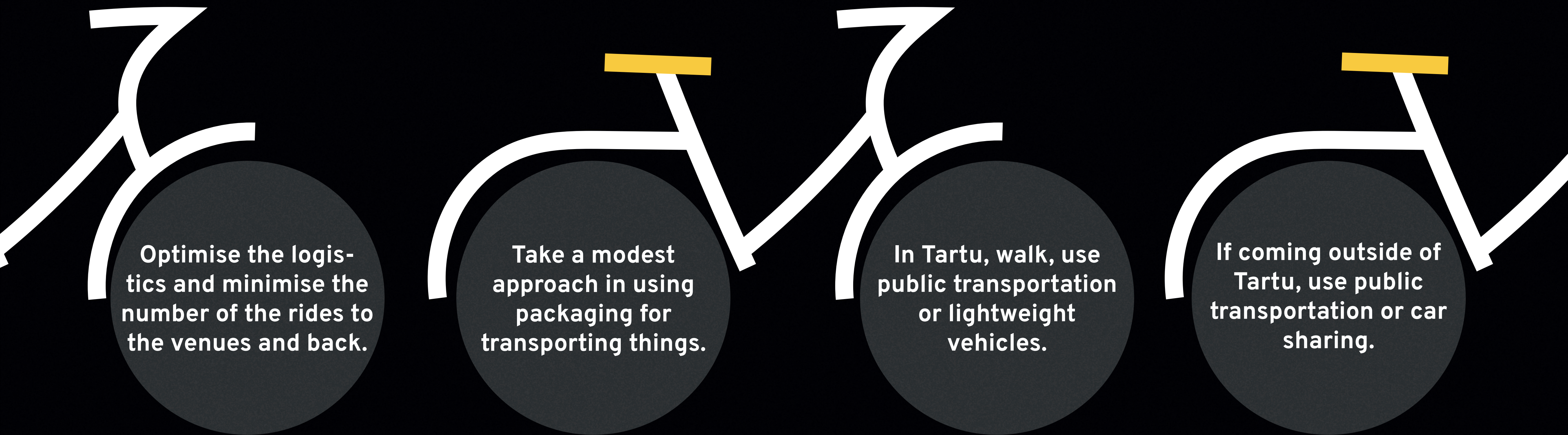


**Use as little
electronics and
electrical machinery
as possible**

**Prefer
energy
efficient
items**

**Outside of festival hours,
switch off all the items
(unless critical) that are
consuming electricity.**

TRANSPORTATION



**NB! If you do not follow the above mentioned rules,
sTARTUp Day has a right to fine you. The fine is set at €2,500.**

**If you have any questions related to your area's choices and
sustainability, please contact our Sustainability Manager
Toomas Laigu - toomas.laigu@startupday.ee - 5544364**