

Proposed Sustainable Event Strategy in Widyatama Campus Environment in Supporting the Eco Campus Program

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Abstract

The growth of various events held on campus often raises concerns about the impact it will have. In addition to the positive impacts, the organization of the event is said to have negative impacts such as the environment with excessive waste production which leads to the implications of using large amounts of energy. The best solution is to implement the concept of sustainability in all aspects, such as combining the principle of sustainability in organizing events within the campus environment. This study aims to formulate a proposed strategy for organizing events with the concept of sustainability events in the Widyatama campus environment. In this research, identification of the level of Eco Campus, the level of environmental awareness and several activities that need to be implemented to create an event that has a concept of sustainability is carried out. Respondents have been said to be enough to calculate Solvin's sample of 97% confidence level which is 126. As many as 53% of respondents know recognize the concept of organizing sustainable events and expressed quite optimistic in the successful implementation of the eco campus program through organizing sustainable events both large and small scale. Respondents assessed that the Eco Campus program being run received a scale of 3 out of 5. It was said Eco Campus if the campus environment was green, comfortable and shady and began to be implemented in every event in the Widyatama campus environment. The strategy that can be proposed is to develop environmentally friendly technology on campus, make event planning with the concept of sustainable events. Stakeholders who are fully responsible for the implementation of sustainable events include students, employees, management and lecturers as well as bureaus associated with organizing an event in the Widyatama campus environment as one step towards Eco Campus.

Keywords: Eco Campus, Sustainable Event, Sustainability Event Planning.

I. INTRODUCTION

College is the highest educational institution that plays an important role in finding a sustainable future (McMillin, 2009). College is the main place to overcome global problems (global warming) and encourage progressive actions in present and future generations through research, innovation, and education (Finlay & Massey, 2012). Research and academics have been open and developed to include interdisciplinary curricula involving three pillars of sustainability including environmental, social, and economic (Gibson, 2006). College can be said as a community related to the amount of area, population, and many variations or complexity of activities held on campus which have a relationship both directly and indirectly impact on the environment (Alshuwaikhat & Abubakar, 2008). Therefore, the environment sustainability program in college has become a global problem for policy makers and campus

management as a result of the realization of the impact of activities or activities on the environment.

Widyatama University is a university that has created creative, innovative and environmentally friendly campus. Some efforts have been made, namely creating clean, beautiful campuses, environment-based activities, creating creative technology, environmentally friendly life and smoking activities which have also been banned on campus as a brand awareness for Widyatama University. Although there have been many programs or activities carried out, but there are still many shortcomings in implementation, one of the activities or activities that can support environmental sustainability programs is by applying the concept of sustainable events in Widyatama University environment, this is because the event is an activity that can bring large numbers of visitors, so that by applying the concept of sustainability development helps reduce the negative impact of organizing events. A good event is believed to increase the positive image of the organizer or anyone related to the event. For this reason, a concept event is needed to increase the organizer's image, such as the holding of sustainable events.

II. LITERATURE REVIEW

SUSTAINABILITY

Ordóñez and Duinker (2010) the concept of sustainability must ensure that current and future generations can meet their needs, both social and environmental. Zulkifli (2013) defines sustainability as a process whereby an organization seeks to improve the quality of life of people associated with surrounding organizations while balancing economic, social and environmental aspects. Sustainability is a slice of economic, social and environmental aspects that affect all areas (Bartlett, 2004; Saudi, 2018).

SUSTAINABILITY UNIVERSITY

Velazquez (2006) defines a sustainable university as: "A higher educational institution, as a whole or as a part, that addresses, involves and promotes, on a regional or a global level, the minimization of negative environmental, economic, societal, and health effects generated in the use of their resources in order to fulfill its functions of teaching, research, outreach and partnership, and stewardship in ways to help society make the transition to sustainable lifestyles". Alshuwaikat and Abubakar (2008) state that a sustainable university must reflect a healthy environment with a prosperous economy through energy and resource conservation, efficient waste management and the environment and encourage the creation of social justice in the community. Sustainability in universities has been on the agenda since 1992, when Agenda 21 was published as a result of the Earth Summit in Rio de Janeiro (United Nations, 1992). In 2012, a political commitment to sustainable development was expressed at the UN Conference (United Nations, 2012).

At present there are many national and international organizations developing in the field of university sustainability that promote and facilitate sustainability efforts through conferences, publications, research, and various communication forums as well as providing awards and awards for universities which are considered to have the title of "sustainable university" "In various fields. These organizations include the University Leaders for a Sustainable Future (USLF), the AASHE (Association for the Advancement of Sustainability in Higher Education), HEPS (High Education Professional School), and ISCEN (International Sustainable Campus Network). These sustainability organizations provide the information needed to support campuses in collaborating with external groups to learn from one another and work towards shared goals (Simpson, 2008).

EVENT

Event is defined as an activity that is held at a certain time to commemorate something important and is bound in custom, culture, tradition and religion for a particular purpose (Noor, 2013). While, Natoradjo (2011) defines an event as a product offered in the hope that a lot of people will be visited at the event. Based on this, it can be explained that the event is an activity that can attract visitors to come. Events have an important meaning to bring visitors in large numbers through an activity that is well planned. A good event is believed to increase the positive image of the organizer or anyone related to the event. For this reason, an event concept is needed to increase the organizer's image, such as the implementation of sustainable events.

SUSTAINABLE EVENT

Sustainable events as part of the development of sustainability and integrated with broader components of social, cultural, economic and environmental roles, combined with a reduction in energy consumption, reuse of sources and recycled materials (Getz, 2009). Meanwhile, he claimed that sustainable development represented development not only meeting the needs of the current generation, but also the needs of the next generation and the future (Jenkinsa, 2010). Therefore, a sustainable event or a green event can be described as a special event that has several green strategies or implements sustainable policies in the planning and operations process, not only incorporating environmental responsibility, but also social, cultural and economic care (Laing, 2010). The concept of sustainable event is an event planning process that is not only concerned with the commercial side, but involves elements such as responsible, greening, environmentally friendly, corporate social responsibility, ecology, ecofriendly, culture, and economic (Henderson, 2011). Furthermore, Wu Yu (2013) explained that important elements in sustainable events are resources, residuals and consumption / production that need to be applied in organizing events.

SUSTAINABLE EVENT BENEFITS

The International Organization for Standardization (ISO) has created a new standard in implementing sustainable events, with the code ISO20121. The benefits of using sustainable events include managing economic, environmental and social impacts in event management. In addition, it provides a way of monitoring and evaluation that must be done so that there is an opportunity to reduce the use of resources and can reduce costs. Implementing Sustainable events by using internationally recognized work standards will enable event organizers to show the actions of companies or organizations in a credible and transparent manner and can enhance the company's reputation. Systems approach is flexible, and can respond to the need for the unique nature of the various organizations involved in organizing events (ISO, 2016).

SUSTAINABLE EVENT PLANNING

The implementation of sustainable events is basically the same as organizing other events. The sustainable event planning process begins with determining the objectives of the event, followed by compiling initial plans relating to information seeking followed by compiling detailed plans for finance, operations and marketing (Noor, 2013). In the process of planning sustainable events according to Shawna (2019), firstly, it must analyze 8 aspects including: venues, menus, food waste, florals, green energy, transportation, packing, and swag. Venues that will be the venue for events should have natural lighting, have good ventilation so as to save energy, food menu selection should be oriented towards local food, avoid packaging that is difficult to recycle, in terms of waste from food can work together with the sanitation department, partnered with a homeless shelter who can take leftovers. Sustainable event marketing activities use the concept of green marketing which is a concept that includes all

marketing activities that are developed to stimulate and maintain environmentally friendly consumer behavior (Chen & Chang, 2013).

III. METHODOLOGY

This study begins with field studies and literature studies. Field studies are in terms of making observations on research objects which need to be formulated several problems that occur are related to global environmental issues. The object of this research is Widyatama University which has considered global environmental issues. By doing this research also formulated a goal that is to provide a proposed strategy in order to run a sustainable event as one step towards an eco-campus. In addition to the field study, a literature study was also carried out where references were made in the form of books, journals and official reports on the website. Identification of the problem is the formulation of the problem to be solved namely how to make a formulation of strategies that can optimize the eco campus program at Widyatama University through the holding of environmental concept events. The purpose of this study is to identify how high the level of environmental awareness is Widyatama University community academics, as well as what activities need to be implemented to support Eco Campus through organizing sustainable events. At the data collection stage, the instrument design is carried out. The instrument used was a questionnaire distributed both online and offline to the Widyatama University academic community. In the questionnaire instrument is divided into three categories of questions namely demographic data that will provide information related to respondent data that is spread in gender, productive age, occupation or status as a student, lecturer, employee or other civitas, as well as information whether the respondent smokes or not. The second category of questions is about the level of respondents' understanding of the implementation of sustainable events at Widyatama University. The next category is the indicators of sustainable events, in this case respondents are asked to do an assessment of the implementation that has been implemented by Widyatama University. Assessment in the form of a Likert scale giving a score of 1-5, where the value of one is given if it is not implemented, the value of two has a less implemented meaning, the value of three indicates sufficient to be implemented, the value of four represents the value already implemented, while the value of five is already very well implemented. In the questionnaire also identified the factors that could become obstacles to the implementation of the sustainable event program at Widyatama University as well as the efforts that could be made to implement an optimal sustainable event, as well as the desired expectations of the implementation of the sustainable event that had been carried out. Respondents were taken as many as 126 and it was said to be sufficient using the calculation of data sufficiency test with the following formula:

$$n = \frac{N}{1 + (N \times e^2)}$$

Notes:

n = sample size

N = total population

e = margin error

The next step is data collection and processing, and analysis related to research results. Then do the withdrawal of suggestions and recommendations.

IV. RESULTS AND DISCUSSION

A. Demographic Data

Overall respondent data based on sex are mostly assessed by women by 60% and men by 40%, while from the age level the majority of respondents were aged 18-25 years by 36%, followed by ages between 36-45 years 30%. Then based on the results of data collection from respondents showing a recap of transportation data used by respondents to go to campus, the majority of respondents use private vehicles of motorcycle type.

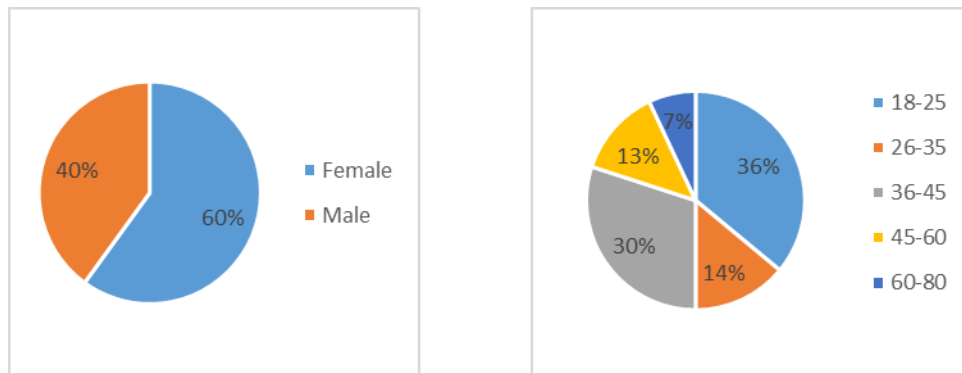


Figure 1. Demography data by Sex and Age

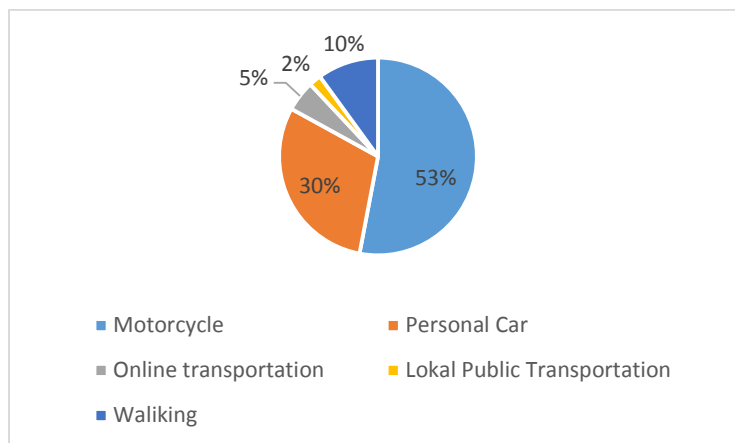


Figure 2. Transportation to campus by respondents

B. The level of understanding of sustainable event programs

In the second category the questionnaire question is to find out the level of understanding of respondents related to sustainable events. The majority of respondents 54% know enough about the concept of sustainable events. Then respondents were asked a question to assess how well the implementation of the eco campus program that was started by Widyatama University, many respondents rated it at a score of three is quite good. Only 27% rate it good. From these two questions, it can be concluded that the application of the eco campus program at Widyatama University was not optimal and an understanding of sustainable events as much as 47% thought the concept was a theme or seminar material not a concept of holding a fully sustainable event. Furthermore, respondents were asked questions about what criteria if the campus was categorized as an eco-campus. The criteria are in the order in which respondents' perceptions are answered, among others, a green, comfortable and shady campus. The next criterion is a campus that has policies related to environmental awareness, a campus that is clean of smoke and pollution. In addition, it is categorized as eco campus because of the presence of green infrastructure, green technology, and events on campus that have a sustainable event concept.

C. An assessment of the concept of sustainable event

The next category are indicators of the implementation of sustainable events in the campus environment. Research in the form of Likert scale giving a score of 1-5, where the value of one is given if it is not implemented, the value of two has a less implemented meaning, the value of three indicates sufficient to be implemented, the value of four has been implemented while the value of five indicates that it has been very well implemented. Table 1 is the recapitulation of respondents' assessment of the indicators that have been given.

Aspect	Indicator	Results
Event Planning	Venue	Already implemented
	Limitation the use of paper for participant registration by replacing electronically	Sufficient implemented
	Rather than printing the event materials on a cd or post it on the web or email it to participants	Sufficient implemented
	Using a digital screen to display the daily program	Already implemented
	All information including seminar material or public lectures uses online	Already implemented
Participants material and gifts	Using name card paper in recycled paper or from recyclable materials	No Implementation
	Limit the use of brochures, poster flyers and replace them with electronics	Sufficient implemented
	Encourage speakers / guests to provide handout and electronic copies post material on the event website / organization on a regular basis	Already implemented
	Use promotional items or souvenirs that are environmentally friendly and can be recycled	Sufficient implemented
	Using the concept of green marketing	Sufficient implemented
Exhibit/Display and Logistics (Reduce, Re-use, Recycle)	Indicate participation conditions to exhibitors beforehand and inform them of best-practice tips and sustainable suppliers to ease exhibitors' selection and practices.	No Implementation
	Using recycled materials to construct exhibits.	No Implementation
	Re-use exhibits for each show	No Implementation
	Use decorations that can be recycled or can be reused in the future	Sufficient implemented
	Use a place with natural lighting and good ventilation	Sufficient implemented
Audiovisual	Select LED lighting to reduce energy consumption	Sufficient implemented
	Turn off lights, air conditioning, and other electronic equipment when no one is using.	Sufficient implemented

	Consider video conferencing options for delegates or participants who cannot travel to the event.	No Implementation
Transportation	Limit the use of private vehicles for participants	No Implementation
	Information about local public transportation or local transportation.	No Implementation
	There is a shuttle facility for participants who are located far away	No Implementation
Food & Beverage	Choose local specialties	Sufficient implemented
	Use environmentally friendly consumption food packaging	No Implementation
	Limit or avoid the use of plastic bottled water	No Implementation
After the event	Delivering messages about the environment	No Implementation
	Consider preparing a separate report or brochure about the event's green aspects (describing lessons learned and encouraging others to follow suit), to be placed on the conference website or distributed electronically to participants and media.	Sufficient implemented
Aspects of the campus environment	Green and shady	Good implemented
	Lots of trash bin	Good implemented
	Healthy canteen	Sufficient implemented
	Non smoking	Very well implemented
	The existence of a campus park	Good implemented
	Green Building	Sufficient implemented
	Healthy Restroom	Sufficient implemented
	Greening activities	Sufficient implemented
	The ambassador of the campus environment	No Implementation
	The existence of independent waste / rubbish treatment	No Implementation
	There are regulations regarding the environment	Sufficient implemented
	There is an environmental activist organization	No Implementation

From Table 1, the majority of indicators are considered to be sufficient implementation, this shows that it is not optimal in organizing events that have a sustainable event concept, especially for some aspects that are not implemented. Implementation of the concept of sustainable events is an effort that can be done by the event planners to reduce the negative impact of planning and implementing event activities on campus. Following are the proposed event planning strategies that can be implemented by event organizers in the Widyatama campus environment:

1. Venue, Widyatama has adequate meeting rooms and seminar facilities even on an international scale, having a multipurpose building as a venue for large events. Besides that, having sufficient open space facilities makes it one of the advantages in organizing events. Of course, to hold an event with a sustainable concept must pay attention to aspects such

as having natural lighting, adequate ventilation. Events inside the Widyatama campus can be held outdoors or indoors.

2. Transportation, in order to support the sustainable event program when organizing the event, it is recommended that the use of private transportation for participants who will attend the event in the Widyatama campus environment is limited in order to minimize negative impacts such as traffic jams.
3. Energy, electricity reduction and management that can be done immediately by turning off lights, air conditioner, exhaust fans and other electronic devices when not in use or there are no visitors.
4. Promotion, applying the concept of green marketing such as using electronic communication in all fields, can use e-mail, websites or social networking media. If you are forced to use paper, you should look for alternatives in the use of the paper; can make flyers that are smaller in size, printed back and forth, or using recycled paper. Online registration and confirmation, asking participants to register online. Online confirmation and registration will definitely reduce the use of paper and paper waste, as well as reduce paper costs.
5. Choosing a sustainable menu usually contains local foods and organic foods, which are available from local vegetables to local fruits. If the event to be held is a very large event, with a complete food menu and using dishes, it can be asked first to the visitors in the set menu registration form or what food they choose. This makes it easy to estimate the amount of food to be produced, thereby reducing excess food waste. When there really is a lot of leftover food, it can be donated, and when it can't be donated, it can be made into compost.
6. In terms of logistics and decoration, for example, using signs and directions that can be reused, can also use sustainable materials for making banners or may be reused. Or if possible the design of information signs with a neutral and general display, so that it can be used in a variety of event themes so that when creating a new event there is no need to create new signs that can use existing ones, besides being environmentally friendly it can also reduce production costs.
7. Souvenirs, you should start to avoid giving traditional souvenirs, which are goods. In souvenirs can be in the form of experience not objects, and at the same time promoting local businesses. For example, by giving tickets to watch the Angklung Udjo event, a free cooking course voucher.

V. CONCLUSION

Respondents Conclusion have said it is enough with a Solvin sample count 97% confidence level that is 126. Respondents know a lot about the Eco Campus program but for sustainable events or commonly referred to as sustainable events as much as 47% assume the concept is a theme or seminar material is not a concept of organizing sustainable events fully. Respondents stated that they were quite optimistic in the successful implementation of the Eco Campus program, one of which was by organizing every event in the campus environment with the concept of sustainable events both large and small scale. Respondents assessed that the Eco Campus program being run received a scale of 3 out of 5. It was said Eco Campus if the campus environment was green, comfortable and shady and began to be implemented in every event in the Widyatama campus environment. The strategy that can be proposed is to develop environmentally friendly technology on campus, and to implement the concept of sustainable event planning in identifying venues, transportation, energy, promotion, food, logistics and souvenirs. Stakeholders who are fully responsible for the implementation of sustainable events include students, employees, management and lecturers as well as bureaus associated with organizing an event in the Widyatama campus environment as one step towards Eco Campus.

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