

GOOD PRACTICE, that successfully promotes sustainable development and regional attractiveness through peri-urban areas.

PART ONE - Characterize the selected Good Practice

What - Short summary of the practice

The practice is an example of how procurement could be used for the promotion of natural values, circularity, local goods and sustainability when organising a high-profiled event.

Which PROSPERA leverages are core of this GOOD PRACTICE? : (1) From smart to wise governance – (2) Eco-Lo(gi)cal Value Chains – (3) Sustainable Public-Private Partnership

Why - Origin and aim of the practice

The event “Hallifornia” is an action sport festival organised in Varberg. During 2019 the organisation of the festival was procured with new demands on the organisers to integrate activities and plans on how the event is supposed to contribute to sustainability and the circular economy. Each participating company must fulfil the environmental policy covering for example: waste management, Paper bags instead of plastic, proportion ecological and vegetarian choices on the menu, use of eco-labelling for food, cleaning material etc.

Where are the practices implemented

Varberg

When – duration of the practice

2019

Who is involved in the coordination and the implementation

Department for Procurements, Event organisers

How – What are the resources (staff – costs)

PART TWO - Evaluate the selected Good Practice

Evidence of success (result achieved)

The proportion of ecological food on the event, the number of companies adopting an environmental policy

Which are the **core** elements /**key** elements of success?

To connect the financial resources offered by public authorities to sustainability demands on the organisers and the participating companies

Potential for **learning** or transfer (already some communication material available?)

Some material is available, but this is more about the promotion of the festival rather than the actual process.

Challenges encountered (optional)



Further information on this Good Practice (URL) : www.hallifornia