

Compass for Social Responsibility at Events

Events are expected to be socially responsible

We have prepared a tool to help you review and develop social responsibility at your own event. The tool includes many measures at various levels that enable you to move in the right direction: you do not have to know or do everything at once. The key is the desire to improve and take action.

Implementation of social responsibility is important for customers, staff and partners alike, and focusing on it ensures a good and safe experience for everyone. At the same time, investing in social responsibility also builds the competitive advantage and brand of the event. Implementation of social responsibility is not difficult and does not consume plenty of time and resources; instead, you can go far with only a small investment.

What is the compass for social responsibility and how can you utilise it?

This compass for social responsibility helps you perceive, implement and develop social responsibility at your event. The compass includes measures promoting social responsibility that are divided into tasks to be made before, during and after the event.

Traffic lights for progress

You can utilise the compass for assessing and developing your activity by writing in the “traffic lights” (Not started, Incomplete, Finished) how measures have been advanced.

Themes and measures	Not started	Incomplete	Finished
Measure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Scoring and assessment

You can assess the realisation of social responsibility by filling in the table of measures. A measure that has not been started gives you 0 points, an incomplete measure awards you 1 point, a finished measures earns you 2 points. Use scoring to monitor the development of your own event and compare its realisation with other events.

Scoring and assessment (Not started = 0 p., incomplete = 1 p., finished = 2 p.)	Total
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Using the document

You can either print the compass or download a PDF document to be completed and fill it in on your device. The end of each section also has an open section where you can record goals important for the event, matters to be considered and ideas for development.



Measures in a nutshell

Before the event

- Drafting a plan for social responsibility and a security plan for the event
- Provision of guidelines related to social responsibility for staff and visitors
- Induction of staff members and partners on responsible practices
- Responsible and equal recruitment and organisation
- Planning for accessibility of event spaces and routes
- Planning for accessibility and safety of movement in immediate surroundings
- Planning for diversified and inclusive programme offering and contents
- Planning for available communication and guidance
- Planning for sales and customer service that pays attention to diversity and non-discrimination

During the event

- Ensuring the availability of the event area by different means of transport, and ensuring the accessibility of walkways, car parking spaces, bicycle parking and stops for dropping off people
- Event facilities designed to be accessible, such as stands, info desks and restaurant facilities
- Gender-neutral and accessible locker rooms and toilet facilities
- Available communication, and consideration of people with reduced mobility and functional impairments in sign posts, announcements and security measures, incl. induction loops and microphones
- Staff are familiar with and can describe accessibility solutions of the event area and spaces as well as services promoting the availability of the event
- Communication of *Safe Space* and/or *Code of Conduct* guidelines and the contact details of security managers at the event site and on various channels
- Restaurants and cafés serve non-alcoholic beverages and alternatives for people on a special diet

After the event

- Thanking volunteers and other staff and promoting their employment in the event industry in the future
- Collecting feedback from customers, neighbourhood residents, partners and staff, and analysis and production of a summary
- Specification of development needs for improving social responsibility in the future
- Peer learning and sharing of lessons with other event operators

Before the event

Themes and measures	Not started	Incomplete	Finished
Planning			
The event has a plan on social responsibility for observing availability, accessibility, non-discrimination, diversity and security.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The organisation has an equality plan, if possible, and the realisation of equality and non-discrimination is monitored.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The plans include at least the following perspectives: <ul style="list-style-type: none"> • guidelines for customer encounters that respect and observe visitors • well-being of staff • consideration of the local community and residents of the area • accessibility of facilities and routes • experience of security and a safe space • programme offering • communication and marketing 	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The plan has been formulated by engaging, if possible, staff, visitors, local residents and experts on availability and non-discrimination, for example	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recruitment and organisation			
One or more responsible persons have been designated for the event relating to social responsibility	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Diversity has been taken into account in the hiring of different professional groups and selection of volunteers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All staff members have an equal opportunity for development at work.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The organisation, as the employer, observes the law, treats employees equally and guarantees good working conditions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The event organiser ensures sufficient induction as well as occupational health and safety.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If possible, event organisers are encouraged to hire young people, older people, students and people who are difficult to employ or groups that are underrepresented at organisations or events, for instance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Training			
<p>Staff members (including partner operators, restaurant workers and security guards) have been trained on and are committed to ensuring a safe space and atmosphere for everyone, and to take note of the diverse needs of visitors. Members of staff know how to meet visitors of different ages, genders, minorities, cultures and language groups with consideration and respect.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Staff have been trained to guide people with reduced mobility and functional impairments.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Event spaces and routes			
<p>The planning of the event ensures that the spaces, venues and routes are accessible and safe.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>If possible, elevated spaces are designed for people who use a wheelchair that also have room for people who accompany and escort them. We also recommend adding a charging station for electric wheelchairs and induction loops for the hearing-impaired.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>If possible, organisers should cooperate with disability organisations or other specialists on the subject to ensure accessibility.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Safety			
<p>A safety and rescue plan has been drawn up for the event, which also observes people with functional impairments, such as the sight- and hearing-impaired, and ensures accessible exit routes. (A link to the rescue plan will be added here)</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>A <i>Code of Conduct</i> or <i>Safe Space guidelines</i> have been created for the event, which instructs staff, performers and visitors to act with respect to other people. (A link to this will be added)</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>All employees and event visitors know how and where they can express their concerns safely and at a low threshold.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Communication and guidance			
Communication and marketing will express that the event is committed to social responsibility, and inform visitors and partners even before the event how availability, accessibility, non-discrimination, diversity and security have been taken into account in the event.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Plain language, multilingualism and visitors with a hearing or sight impairment are taken into account in the planning of communication and guidance. Different channels are used in a diversified manner in communication.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The communication material contains contact details for a person who can be contacted for further information about the availability and social responsibility of the event.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programme offering and contents			
Diversity should be observed and promoted in the programme offering, which will also increase interest in the event among many kinds of visitor groups.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
With the programme offering, you should actively work to avoid strengthening prejudices and stereotypes associated with minorities, for example.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In the planning and implementation of the programme offering, you should cooperate with different population groups, such as cultural and linguistic minorities, disability groups and sexual and gender minorities, if possible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The gender perspective and awareness of social norms are taken into account in all activities. For instance, at best performers or speakers represent the various genders, gender identities and groups of people equally. Gender-based language should be avoided: for example, instead of “Ladies and gentlemen”, you should rather say “Dear guests”.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sales and customer service			
Customer service can answer questions about the accessibility and responsibility of the event.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If possible, the event should provide people at a financial disadvantage with opportunities for participation, such as through staggered pricing of tickets or by offering free tickets.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Entry for assistants and interpreters of people with reduced mobility and functional impairments is always free of charge.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Availability of ticket sales has been noted, and the event offers different options, such as telephone sales, online sales and accessible physical sales desks.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scoring and assessment (Not started = 0 p., incomplete = 1 p., finished = 2 p.)	Total	/58	
Write goals of special importance for your event or matters to be considered in the section below			
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During the event

Themes and measures	Not started	Incomplete	Finished
Event spaces and routes			
<p>The event area can be reached in many different ways, such as by public transport, taxi, passenger car and bicycle. Accessible and free car parking spaces equipped with appropriate symbols are located near the entrance to the event area, if possible. The route from car parking spaces to the event area is free from obstructions.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Sign posts, furnishings and structures in the event area and its surroundings are placed by the side of the accessible route, so the risk of tripping, collision and falling has been prevented.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>The info desk, ticket sales, and restaurant furniture such as tables have been designed with attention to accessibility.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>If possible, both staff members and visitors can use gender-neutral and accessible toilet facilities and locker rooms.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Standing sections include a platform equipped with a ramp for customers who use a wheelchair or walker, and stands have accessible wheelchair spaces, if possible. The spaces should have a charging station for an electric wheelchair. The sight- and hearing-impaired have been reserved space and an induction loop in front of the stand. Those spaces that are available should offer room for people who escort and accompany them, as well as for guide and service dogs. Guide and service dogs need a quiet, supervised space if there is no room for them by the accessible place on the stand.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>The event area has also reserved a quiet and sensory-free space if possible.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Safety			
The safety plan ensures unobstructed routes and also observes people with functional impairments, such as the sight- and hearing-impaired. The event offers induction loops, safety bulletins include text, and info screens are used in addition to public announcements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
During the event, the organiser reacts to any violations of the guidelines for a safe space or the Code of Conduct.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Programme offering and contents			
The event offers dates and times or programme contents providing free entry for everyone, if possible.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Any loud sound level, blinking lights, smoke or intense smells in performances of the repertoire are indicated beforehand.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Theatrical performances, concerts, films or other performances provide speech-to-text interpretation, interpretation to the sign language, descriptive interpretation and monolingual subtitling.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communication and guidance			
Communication and guidance are provided in multiple channels and, if possible, in plain language, multiple languages and implemented with a view to visual and auditory availability, i.e. the needs of the sight-and hearing-impaired.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
It is advisable to use symbolic figures in sign posts which should be easy to read at both standing and sitting height.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Contents of announcements are also offered in text, such as on screens, if possible. Announcements are made in different languages.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communication and guidance describe accessible and available spaces and routes, such as toilet facilities, spaces on the stands and walkways.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communication advises staff members, performers and visitors to act in a way that pays attention to other people, and indicates the contact details of those responsible for event's social responsibility, availability and security. Communication and the event space actively emphasise that everyone is welcome and that any discrimination, harassment or racism is prohibited.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Sales and customer service			
Customer service can answer questions about accessibility and responsibility.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff are familiar with accessibility solutions of the event area and spaces as well as services promoting the availability of the event, and can describe these.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Staff members are aware of any induction loops in the stand or other similar hearing aids, and can offer a customer the best possible place in terms of the hearing environment if necessary.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Menus at restaurants and cafés contain clear markings on beverages and special diets.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Restaurants and cafés provide a diverse offering of different meals, including vegetable options. People with lactose intolerance, cow's milk allergy and the celiac disease are taken into account.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scoring and assessment (Not started = 0 p., incomplete = 1 p., finished = 2 p.)	Total	/42	
Write goals of special importance for your event or matters to be considered in the section below			
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After the event

Themes and measures	Not started	Incomplete	Finished
Thanking people and paying attention to them			
Thank the volunteers for their time and effort.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Send certificates of employment to staff members in due time. In the best case scenario, promote the employment of both employees and volunteers in the event industry by means of networking, referrals and contacts, for example.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comply with provisions on use of data and privacy protection regarding event visitors, employees and partners alike even after the event.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Collecting feedback			
Collect feedback on the efficiency and effects of the arrangements from event participants, partners, local residents and employees. You should collect some feedback even during the event.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Measure and assess the realisation of responsibility plans and any objectives being monitored during the event by different methods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reviewing, processing and sharing lessons learned			
Use the feedback collected to write a summary and discuss it with the people in charge. The summary indicates successes, targets for development and proposed measures relating to these. Start resolving targets for development well ahead of the next event, and by utilising the views of customers, staff members and partners.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Share lessons learned, proposals for measures and tried and true practices with other events and the City, so these matters can be better observed in the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scoring and assessment (Not started = 0 p., incomplete = 1 p., finished = 2 p.)	Total	/14	
Write goals of special importance for your event or matters to be considered in the section below			