

2022



# THE GREEN ROOTS PROJECT

SUSTAINABLE ST. PATRICK'S  
DAY - PARADE & EVENTS

[WWW.THEGREENROOTSPROJECT.IE](http://WWW.THEGREENROOTSPROJECT.IE)



## THE GREEN ROOTS PROJECT

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# OUR VISION

'Imagine if everybody celebrating St. Patrick's Day did something green to celebrate the environment'

Our goal at the Green Roots Project is to encourage people - children, teens, & adults to get involved in green/eco-activities around the celebration of Ireland's National feast day in ways that will produce lasting positive impacts on people & local communities & the environment. It is an invitation to get back to your green roots & celebrate sustainably.

As our first major National and International post-Covid event fast approaches, we see St. Patrick's Day/Week 2022 as a unique opportunity to examine the idea of what it means to be 'Green'.

# SUSTAINABLE CITIES & COMMUNITIES

We understand that Climate Change is a difficult topic, it can be daunting and overwhelming. Bridging sustainability with public celebrations creates a positive outlet for people to take tangible action and be involved in positive public discourse that results in measurable impact.

The enthusiasm and positivity that public celebrations create can be harnessed to increase goodwill, strong communities, and positive networks.

Strong communities are resilient communities.

There is no single solution for climate change, rather there are multiple solutions that must run in tandem. Collaboration is king. When we bridge existing communities we encourage innovation and knowledge sharing which foster new possibilities and solutions.

Our proposal for St. Patrick's Day champions Climate Action, Community, Collaboration & Partnership, and Responsible Consumption aligning this project with the United Nation's Sustainable Development Goals numbers 11, 12, 13, & 17.



# 'LET'S TRADE OUR PLASTIC SHAMROCKS FOR REAL ONES!'

## CARBON FOOTPRINT

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# REDUCING IMPACT

The first step in defining a Carbon Management Strategy for your event is to draw a line around the event. From the planning stages, through to production and wind down include all stakeholders, participants, and supporters,

By mapping the event in this way we can begin to categorise the areas of impact into scopes 1, 2, & 3.

This will help to identify the sources of our emissions.

## SCOPES 1,2,& 3

**Scope 1** - All Direct Emissions under an organisation's control, from the activities of the planning and production of the event. These are the emissions that come directly from the activity of the parade/event. Including fuel combustion on-site, generators, and fleet vehicles.

**Opportunity** - At this level there is an opportunity to phase out motorised vehicles in favour of a walkable parade - Over time changing the way we move in the parade

**Scope 2** - These are the emissions that come from purchasing and using energy. These emissions can be mitigated by using sustainable sources of energy such as solar or wind.

**Opportunity** - At this level, there is an opportunity to start a conversation about energy and consumption.

**Scope 3** - All Other Indirect Emissions from activities of the organisation, occurring from sources that they do not own or control. This can include the impact of all participants, supporters, and the audience of the parade. These are usually the greatest share of the carbon footprint, covering emissions associated with business travel, procurement, waste, and water,

**Opportunity** - At this level, there is an opportunity to consider the messaging and communications around the way you promote the parade/event. Invite attendees to leave their cars at home, to bring their reusable bottles, bags, and cups. Ask stakeholders and local businesses to contribute suggestions and ideas. Similarly, we can list all materials used, and use them until their end of life.

# HOW WILL YOU GO GREEN?



## SET A GOAL

Set a goal and endeavor to reduce your footprint by making consistent improvements upon and refining current operations. Begin with easy wins, and adopt new habits. Small steps over time lead to big changes.

We have an amazing opportunity to lead by example, to provoke conversations around change. By acting together we can create a stronger community.

We understand that change takes time. The following **example** of shifting towards a Carbon Neutral parade could take place over a number of years.

### Level 1

Plastic Free Parade

### Level 2

Plastic Free and Waste-Free Parade

### Level 3

Plastic Free, Waste Free, Fossil Fuels Free, and Diesel Free Parade

### Level 4

Carbon Neutral

### Level 5

Carbon Positive - Gives Back and enhances the earth



## PICK A THEME

Invite your collaborators to participate under the banner of a theme. Understandably, not all stakeholders and participants will be in a position to work within the boundaries of a set theme this year. Inclusivity should remain a core value of your event.

Here are some examples of themes.

- 40 Shades of Green
- Towards Zero
- Nothing New
- Plastic Free
- Life on Land
- Our History, Our Future
- Sustainable Development Goals
- Ireland of the Future
- Animals of Ireland
- Life Under Water

## AN OPEN CALL

Encourage participation with an open call. This allows for participation across age groups, varied communities, and areas of expertise. Thus allowing people access to it from wherever they are in terms of understanding, achievement, and ability. It is inclusive and allows for diverse interpretations and spin-offs from related to your theme. Ensure there is space at the table for new participants with new ideas, be welcoming to new collaborators, be prepared to listen to all voices.

Opportunity to Invite the audience and attendees to participate too.

## CHAMPION PARTICIPATION

Champion participation over perfection. We may not get it right straight away but we must keep moving forward. Every effort counts, big or small.

**Here are some ideas for participation.**

- Host a competition for The Best Ideas
- Host a competition for The Best Efforts
- Invite local leaders and innovators to share their experience
- Multiply your efforts by inviting others to join in
- Check our website for resources, and participate in our ongoing campaigns
- Create a social media campaign
- Join in our ongoing campaigns

## CELEBRATE

Use your platform to highlight the achievements your town has already made. Invite your Tidy Towns, Coast Care, and other local groups to showcase their work. Ask local businesses to highlight the changes they've been making and applaud their good work!

Let your Parade/Event be a party with a purpose. Acknowledge the achievements of your town and your team!



## ABOUT US

The Green Roots Project is an environmental communications organisation formed during a recent Post Graduate Diploma course in Design Thinking for Sustainability at the UCD Innovation Academy. We are a team of five, with backgrounds in multiple disciplines, including Event Management, Communications, Art, Design, & Business. We are situated across Ireland.

## JOIN OUR ONGOING CAMPAIGNS

- 'How will you go green?', (Public, & Businesses)
- 'Show us your shamrocks!' (Artists, & All)
- And 'All 32 Counties let's go green!' (All Ireland & Beyond)
- Grow your Green Cloak (Junior Schools)
- Green Boots (Transition Years)
- Towards Zero- The Carbon Neutral Parade (Parade Organisers, Events & Festivals) #thegreenrootsproject

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'DO  
SOMETHING  
GREEN'

