

THE TIME IS
NOW

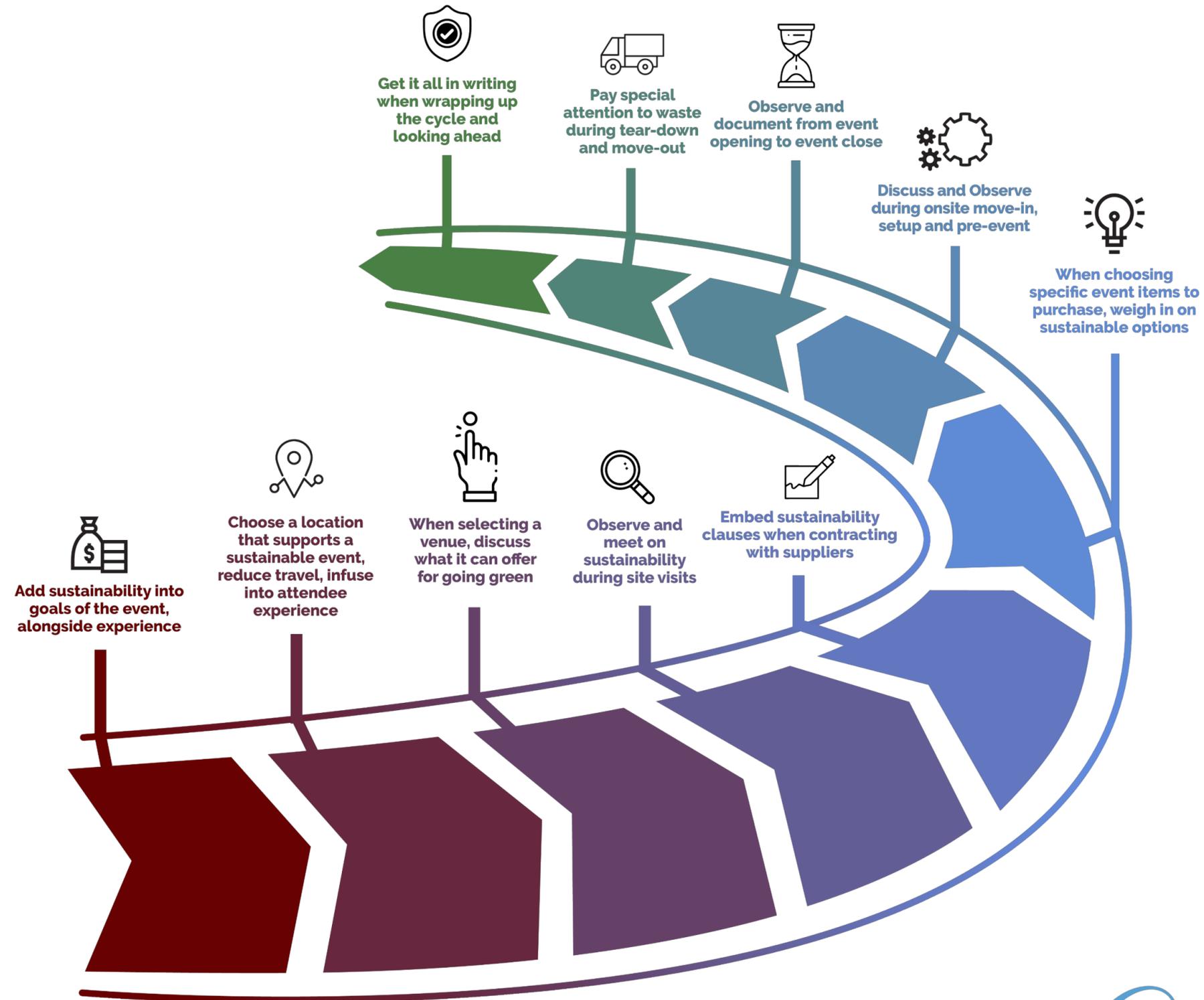
Sustainability in
Business Events Industry
Event Planning Map

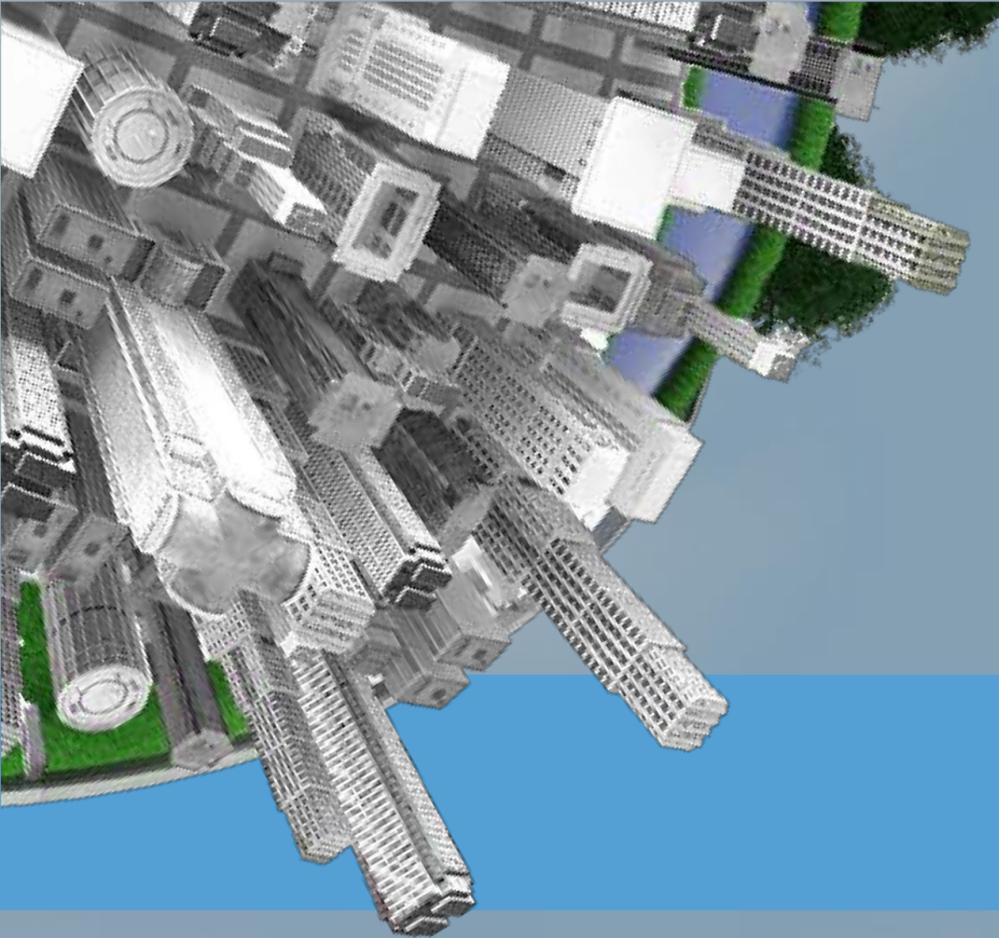


Introduction

Making an event sustainable involves a list of items to implement. In order to get these implemented, the when and the who are just as important as the what.

This map can help you keep sustainability in mind as you go through your event's lifecycle, and drop a pin into each important instance where sustainable decisions are made, with tips on who to speak with and what to discuss.





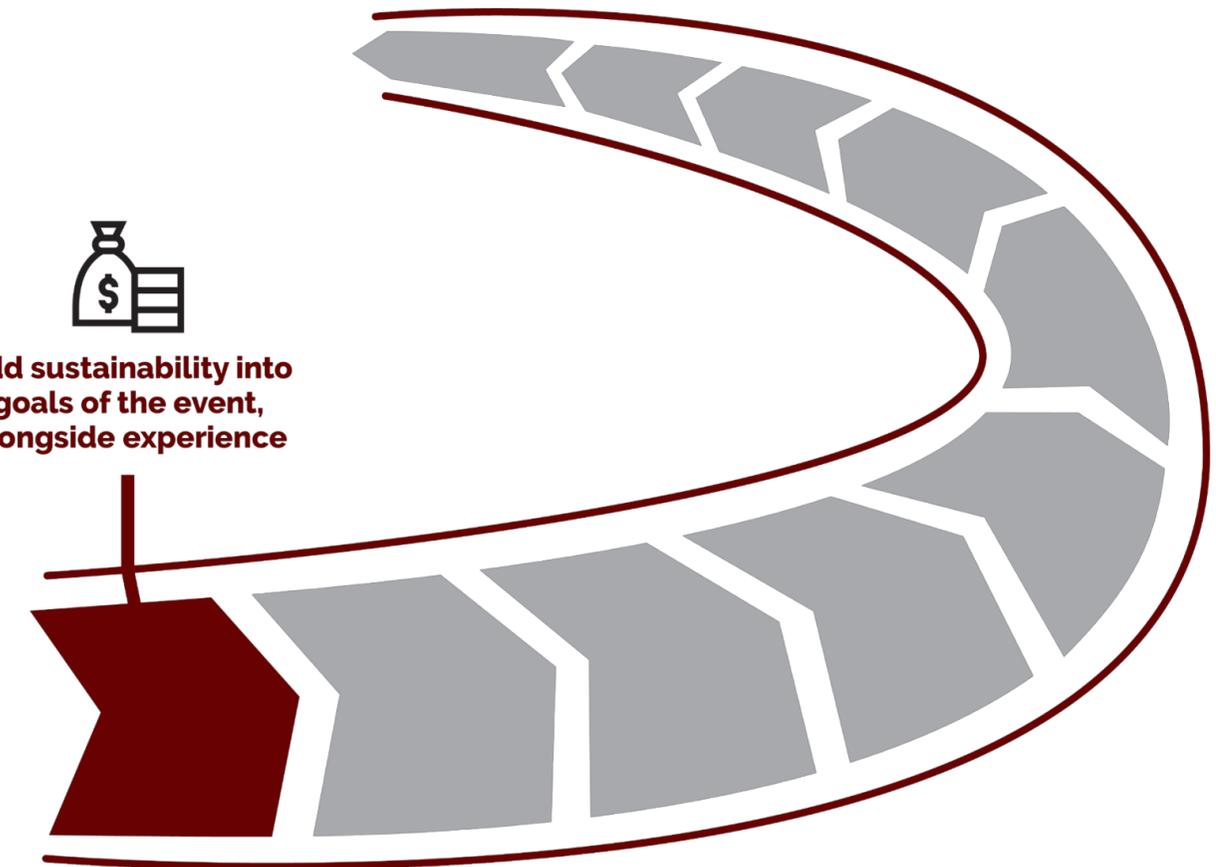
Before the Event



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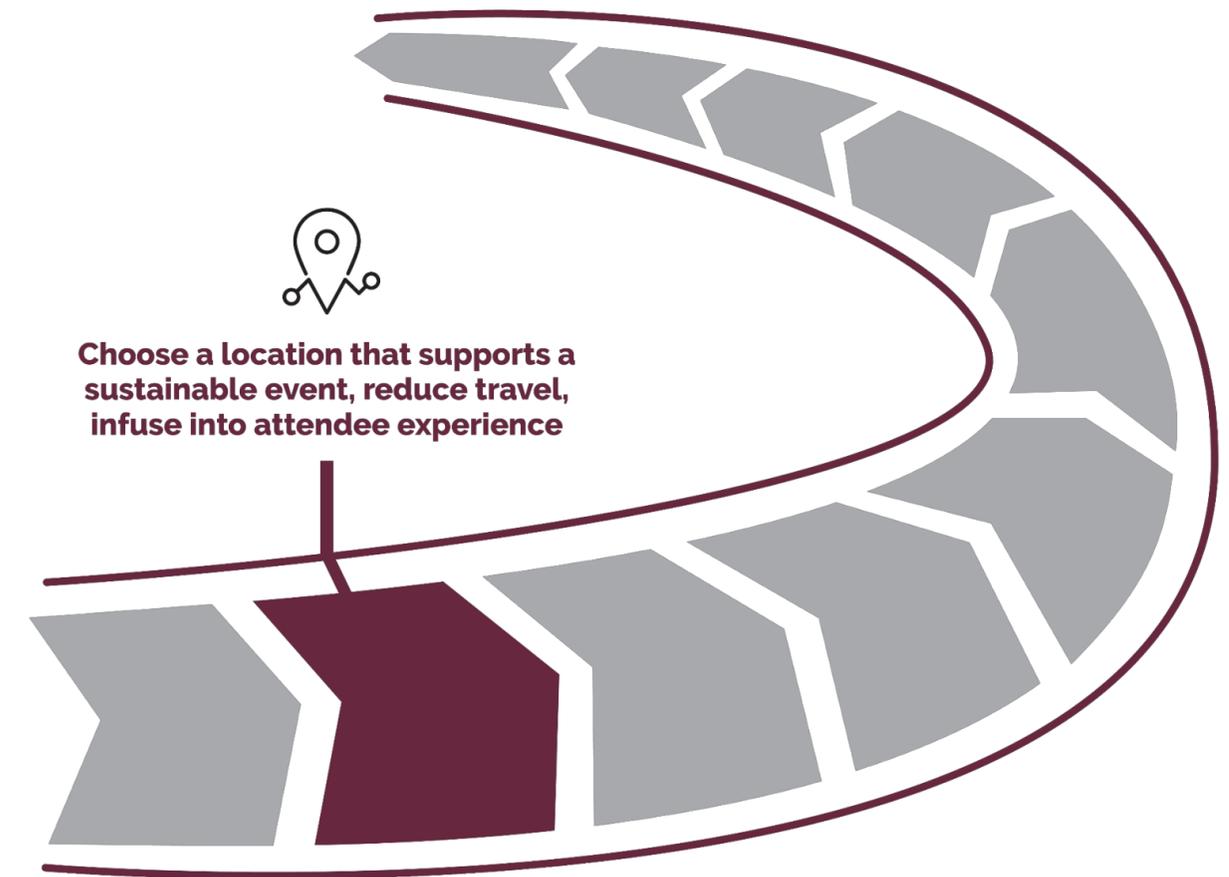
1. Add sustainability into the goals of the event, together with the experience

- Set a general goal of organizing an event that reduces carbon emissions and waste in comparison to a previous one, and go from there.
- Seek out examples of best practices and other interesting ways events have been done sustainably that you can incorporate, including attendee engagement opportunities to reduce their footprint.
- Assign sustainability roles or tasks to everyone on the project team at some level, so that it becomes part of their job.
- Look not only at the concepts of how events can reduce their impact, and the options that may be available from each of the suppliers and other parts of event design. Seek to understand how these affect cost structures, and find out where they can be proposed in the budget, and where suppliers may be able to help.
- Most importantly, get the sustainability discussion started from the very beginning of the event's planning, rather than an afterthought.



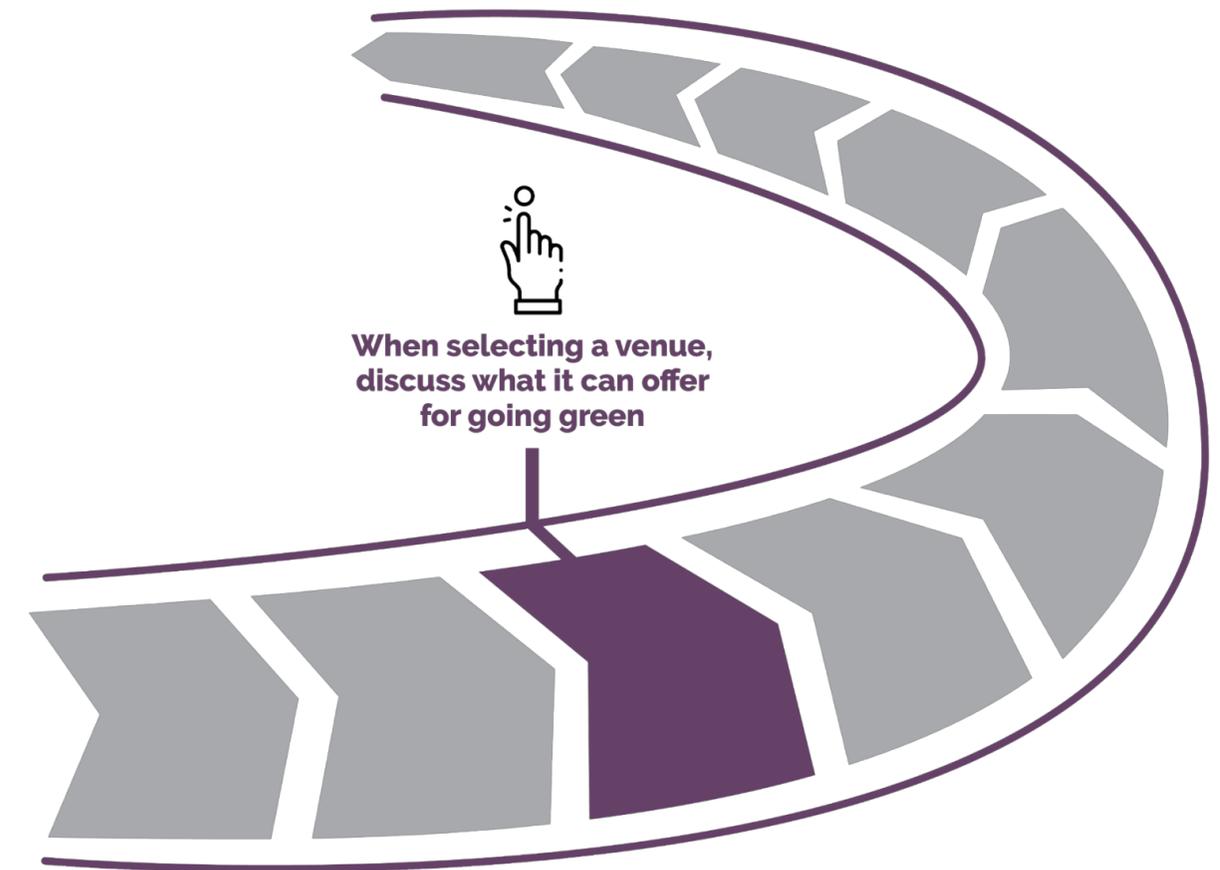
2. Choose a location that can help provide a sustainable event, reduce travel, and infuse into the attendee experience

- If choosing among destinations, look into sustainability scoring or options. Check out ratings in the Global Destination Sustainability Index. Ask the CVB or DMO of each destination being considered what they can offer for a sustainable event.
- Think about the distance your attendees will need to travel. Consider whether a closer option or one with less air travel is possible, and what options are available to offset the footprint of the travel.
- When choosing a neighborhood or area within a destination, consider the walkability and transportation options among venue, hotels, and any offsite activities.
- Establish a contact with the person or team within the destination's organization, such as the DMO or CVB, that will support your sustainable event planning throughout the lifecycle, so that you can work with them from that point onward.



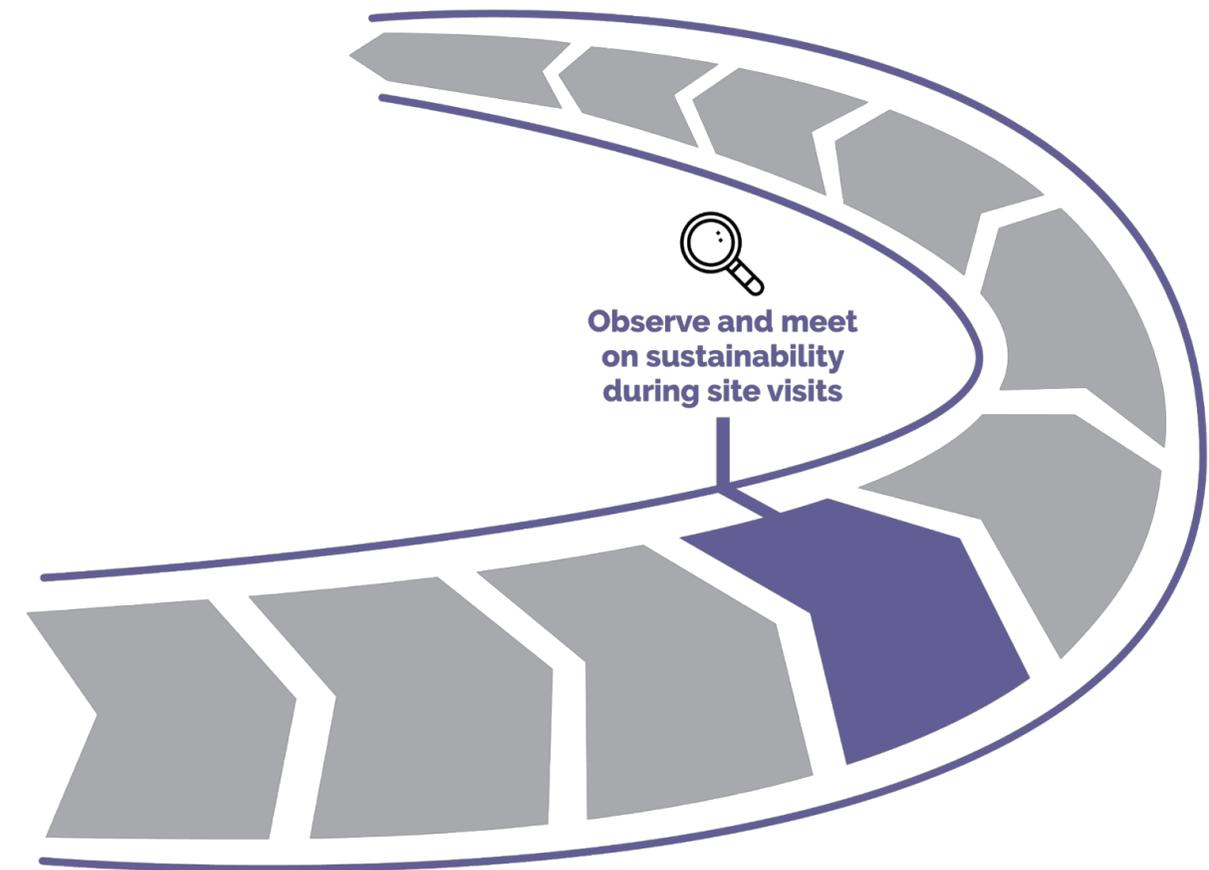
3. When selecting a venue, discuss what it can offer for going green

- Evaluate the venue for what resources it has built-in and in place to make your event happen, without needing to source, rent, or use as much additional stuff.
- Add requests in a request for proposal so that they can be compared among potential venues.
- Ask the venue whether it's certified, how that will make your specific event more sustainable.
- Ask the venue what it can do to reduce waste, and about any limitations it may have. Check what materials will be needed for your event at the venue, and how that will impact waste generated.
- Ask if your event will be powered by 100% renewable electricity at the venue.
- Establish the contacts at the venue who will be responsible for helping implement a sustainable event, and get them in touch with others on your team.



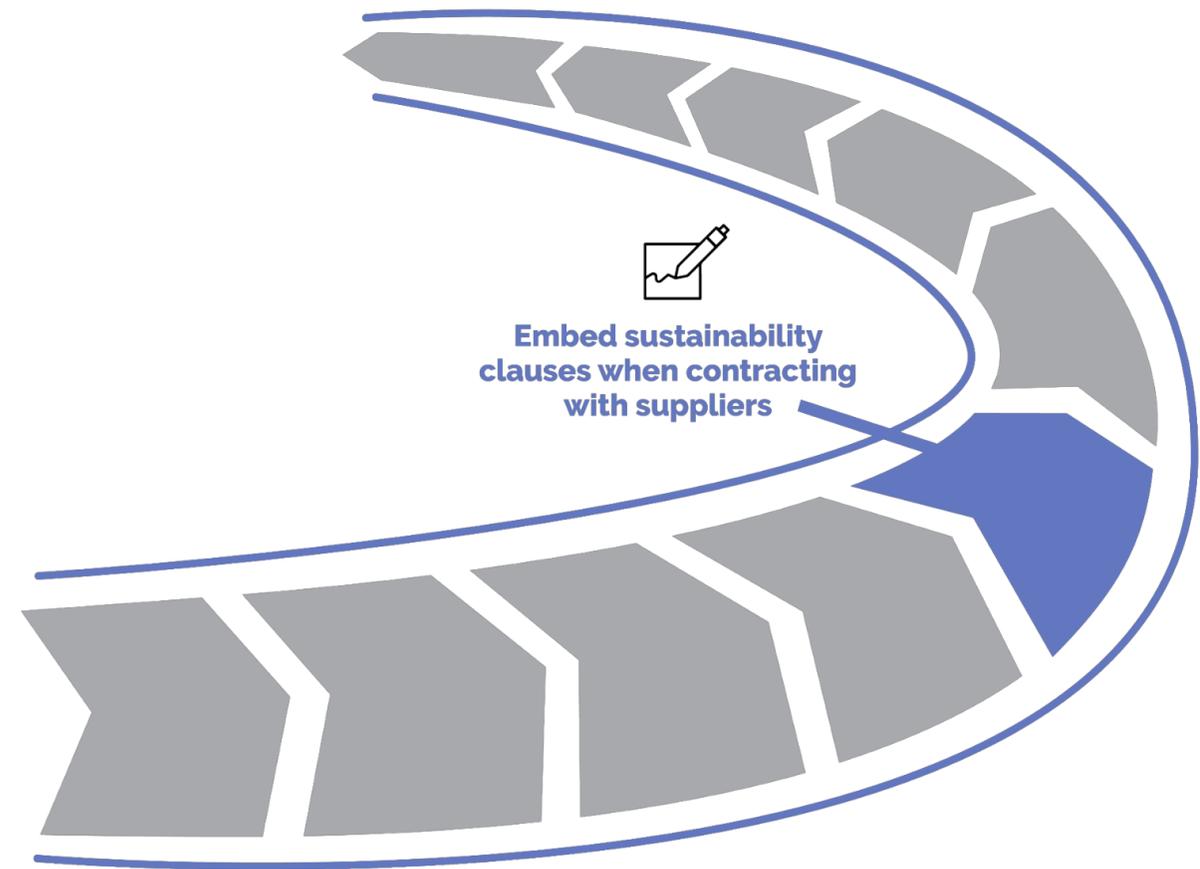
4. Observe and meet on sustainability during site visits

- Meet with the people responsible for implementing sustainability at your event's venue, and have them bring your account manager. Review what is in place, and ask what else could be provided upon request.
- Ask to tour the facility for waste handling. Look at the placement and types of waste bins to visualize whether they will be effective in diverting waste at your event. Ask to confirm where waste will be handled once it leaves the facility, so that it is not just thrown back into the compactor or taken to the landfill.
- When touring the event space, see if efficiency measures are in place, whether digital signage is being used, and whether F&B offerings match any sustainable options proposed.



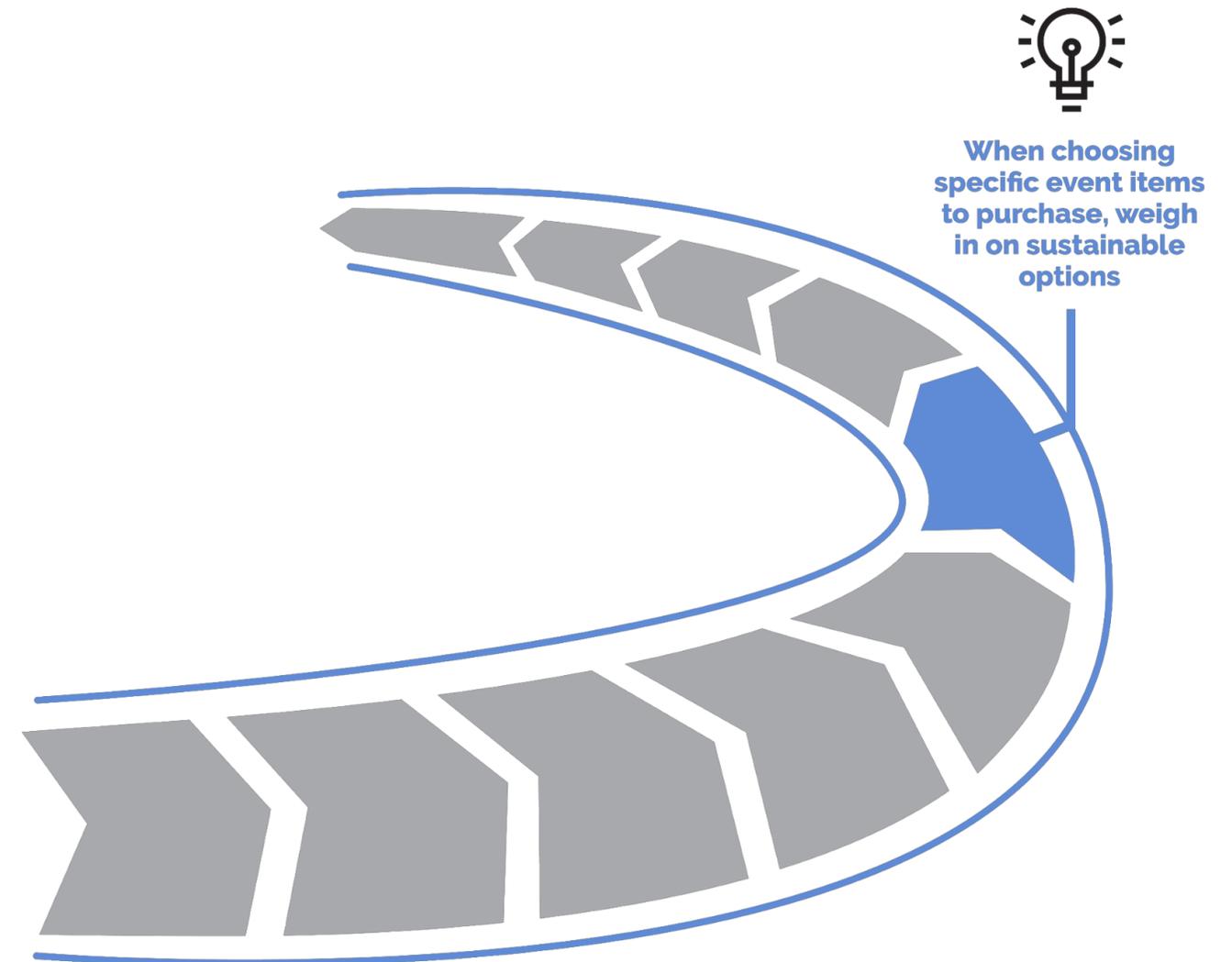
5. Embed sustainability clauses when contracting with suppliers

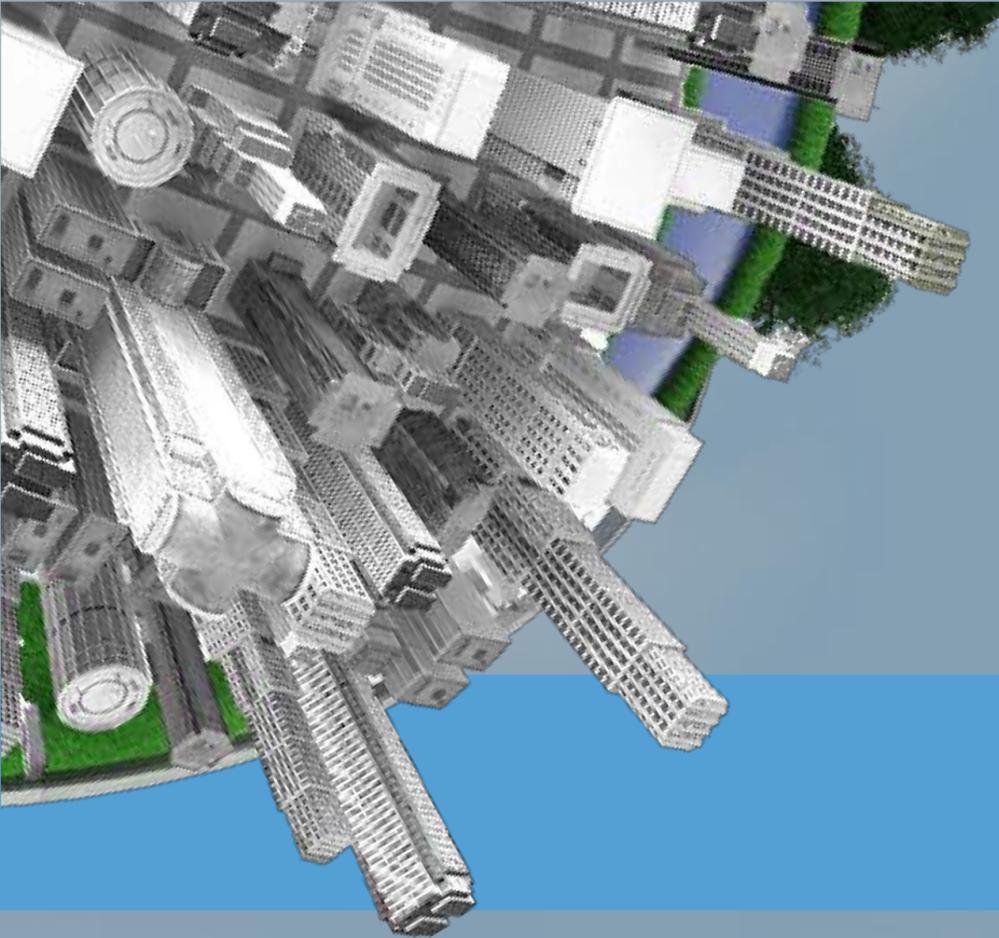
- Ensure those contracting from your team are knowledgeable about sustainability clauses, providing them with examples or templates.
- Embed sustainability questions into requests for proposals. These can be very simple, inviting the supplier to provide details on what they can offer you.
- Embed the sustainable aspects that the supplier has offered into the contract, and for large suppliers, the supplier should provide this in a plan with specific contacts responsible for implementation.



6. When choosing specific event items to purchase, weigh in on sustainable options

- Make contact with the specific people responsible for ordering items for your event, whether that is on your team or from the suppliers. Ask them if they are up-to-speed on sustainability and provide them a few resources.
- Seek to source items like paper with positive sustainability attributes, and avoid the negative ones as much as possible. If this has been specified in the agreements or other quotes, check that they are followed.
- Check the specifications of production materials, and consider the overall waste impact they may have on the event.
- Gather info on potential new or additional items or specifications that weren't possible this round but can be proposed and budgeted for next time, and embed into any preferred vendor relationships.
- Do not forget sponsors, exhibitors, and partners either. Discuss how their sponsorship or presence will be able to contribute to the sustainable practices of the event, rather than just adding to its impact.





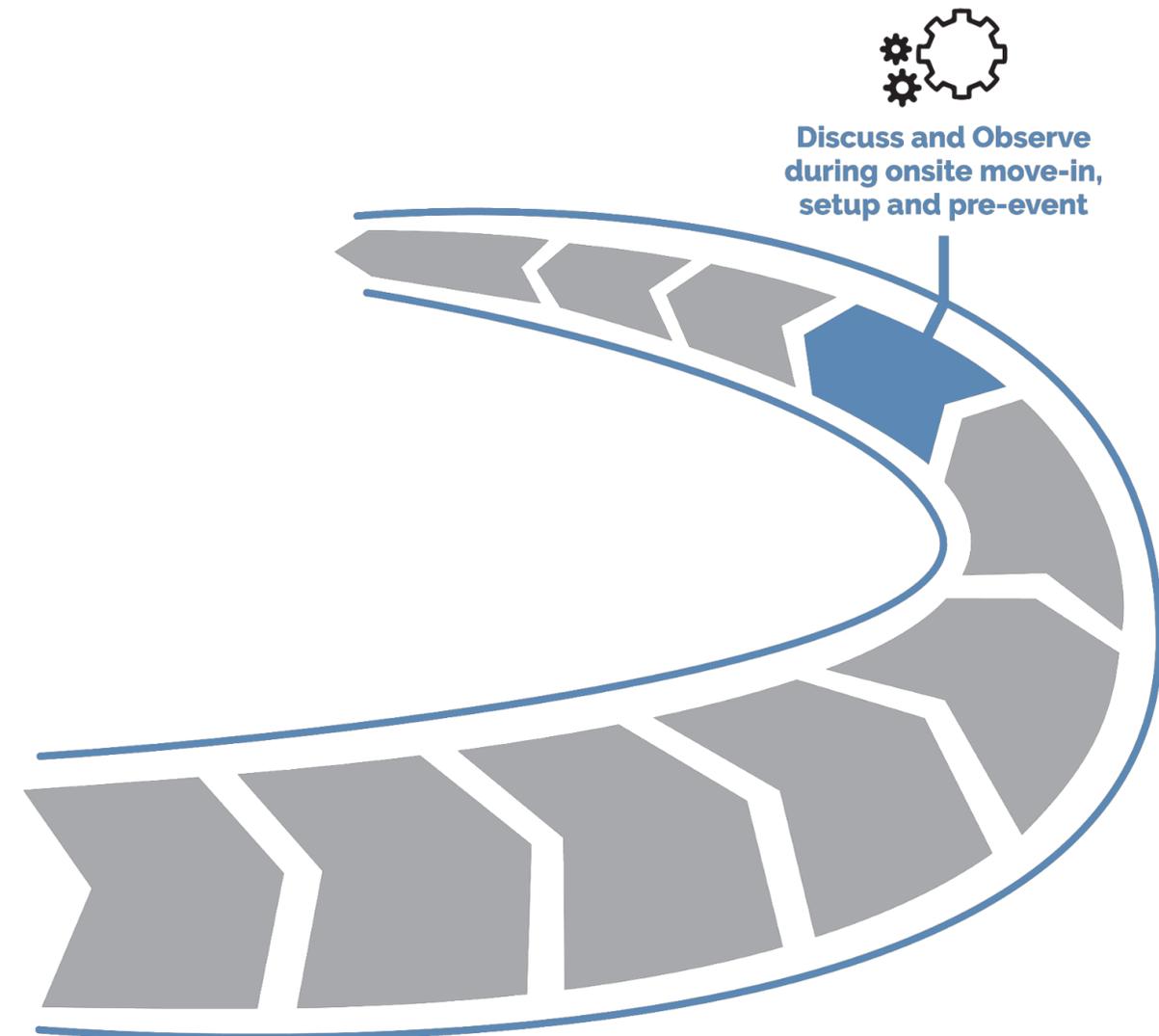
During the Event



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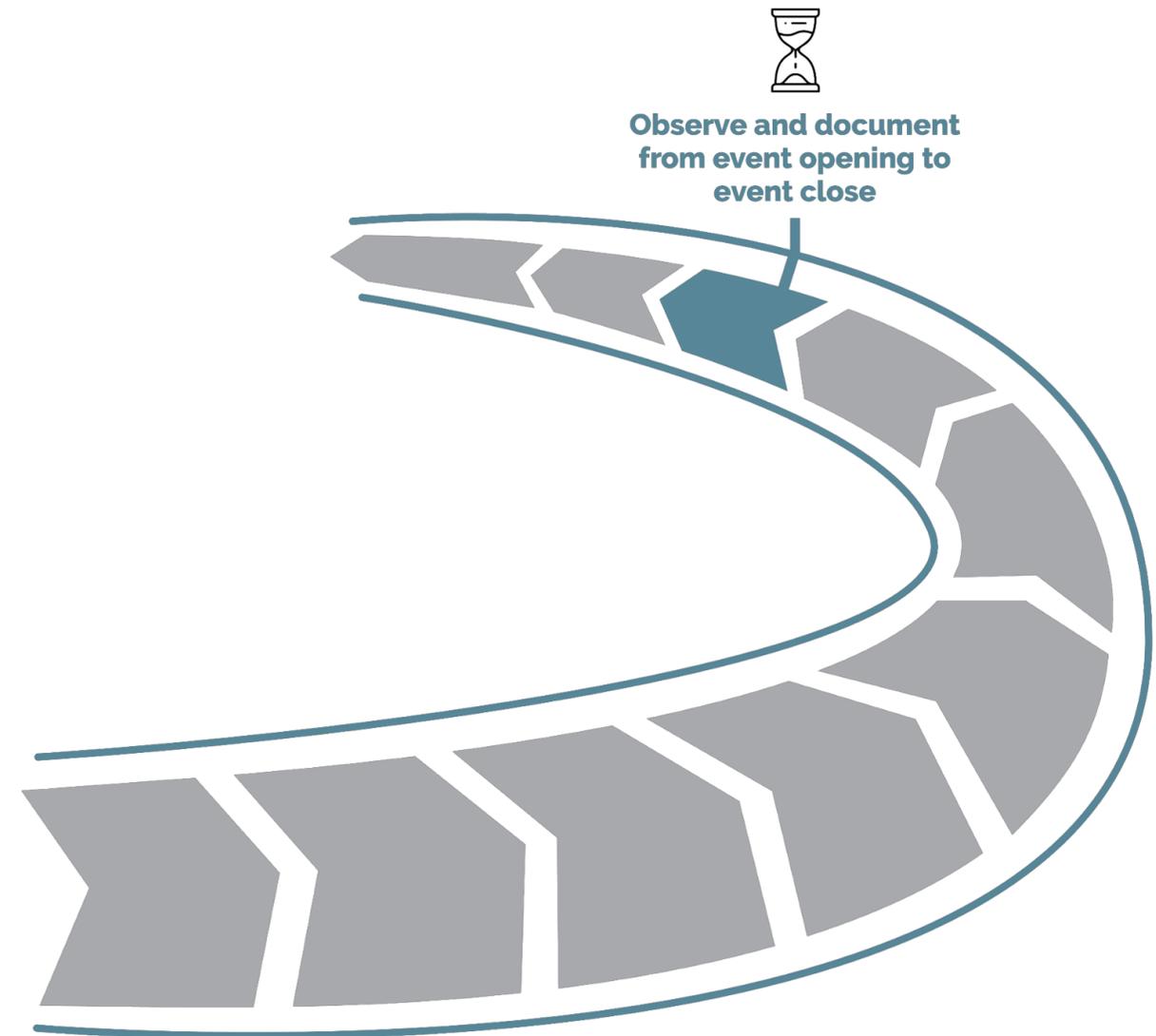
7. Discuss and Observe during onsite move-in, setup and pre-event

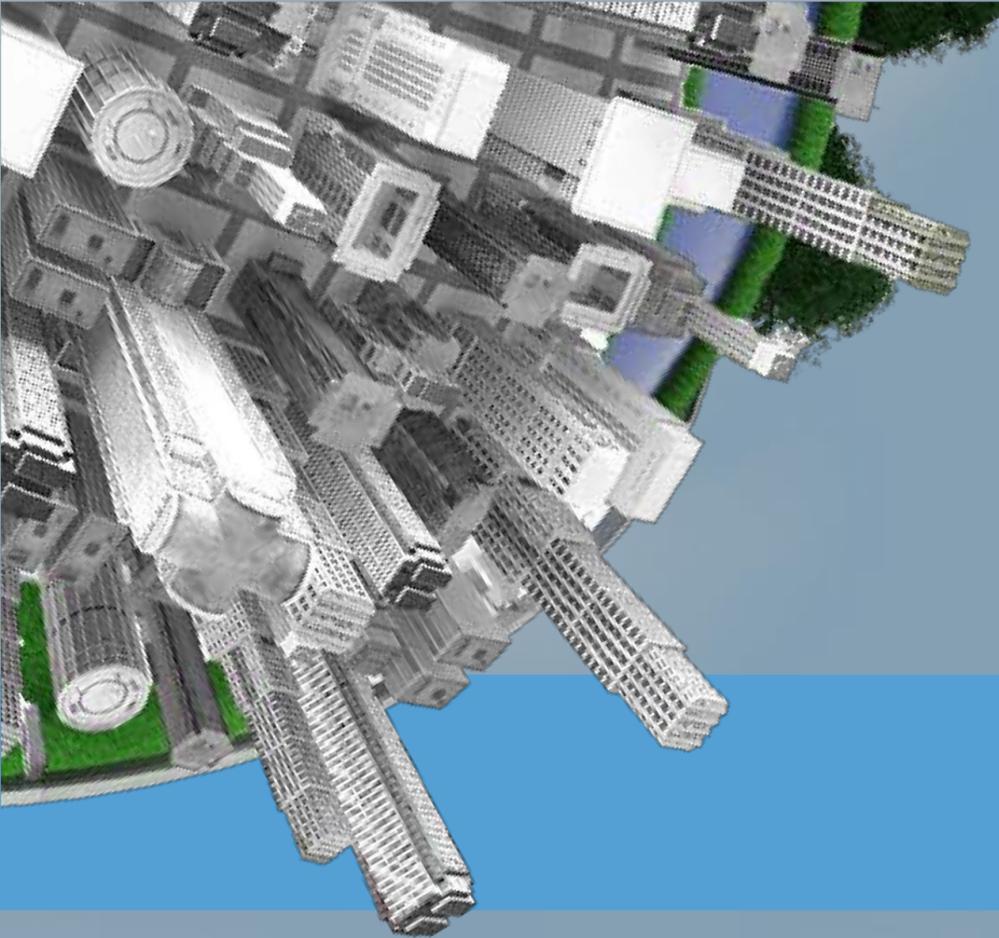
- Put sustainability as an item to cover in all scheduled meetings.
- Hold additional meetings with the designated people responsible for implementing sustainability at the event, and ensure the venue account manager is present in these meetings.
- Review and confirm final sustainability plans.
- Do not rely only on meetings, but also be conscious of the sustainability aspects when doing walkthroughs. Check the waste setup and other areas that the plan is being followed.



8. Observe and document from event opening to event close

- Make a point to mention the sustainability efforts in the event to the attendees and other participants (exhibitors, press, etc.). Mention in the opening or in a notification or briefing.
- Hold quick check-ins with people responsible from the venue and other partners for implementing sustainability. Flag any items and ask for progress or challenges.
- Keep an eye out for continuous eyesores of extra stuff that is going to waste. Various drops or SWAG, menu items, or other things that attendees bring into the event that was not considered. Take pictures and notes, so that it can be addressed for next event.
- Pay attention to the experience in your accommodation and flag any issues with the hotel or lodging provider. Take pictures and notes, so these can be embedded in next event's planning.





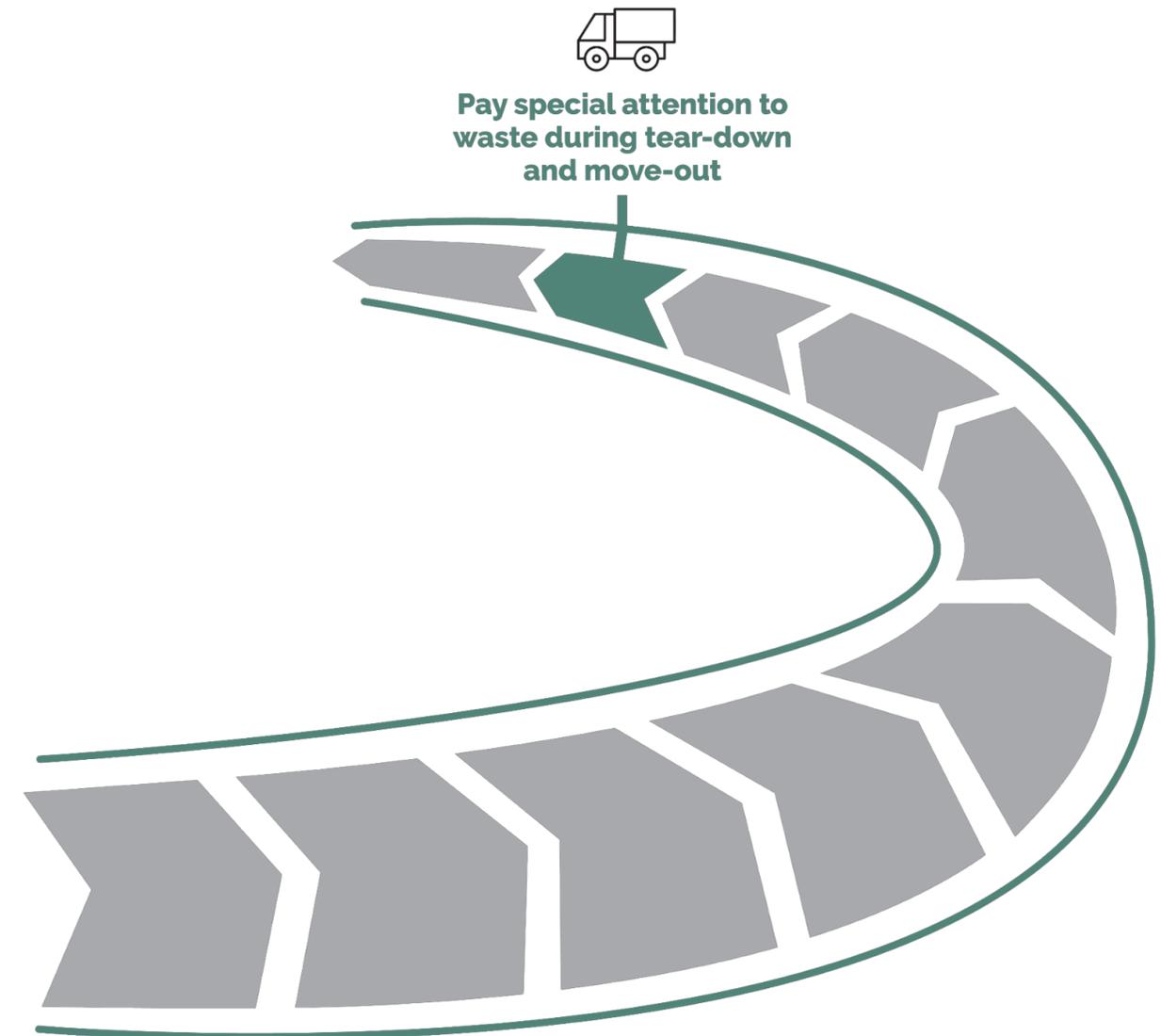
After the Event



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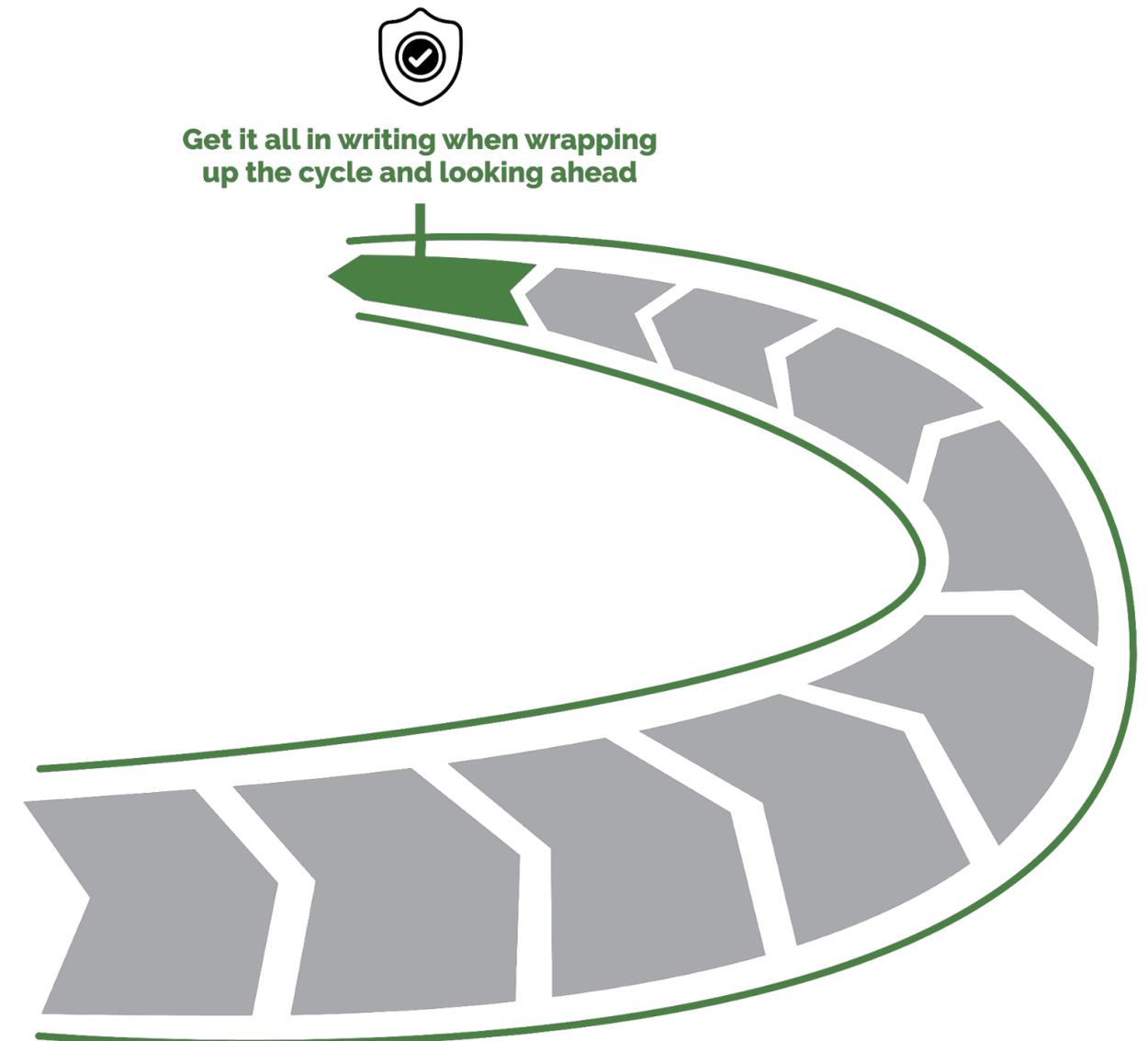
9. Pay special attention to waste during tear-down and move-out

- Spend time observing the waste. Delegate someone from your team to take pictures and jot down observations. What is going to waste? Where did it come from? How do the waste bins look? How does the back-of-house look? Are things being separated and hauled correctly? Are donation partners coming to pick up? Are things being stored for next time?
- Hold quick check-ins with the people responsible for implementing the sustainability aspects from the venue and other partners. Check with them on results and flag any issues.



10. Get it all in writing when wrapping up the cycle and looking ahead

- Put sustainability on the agenda of any post-event call, meeting, or report.
- When something in a sustainability plan was not provided, ensure that explanation is given and discussed.
- Hold a quick feedback meeting with your team to discuss what worked and what did not, reviewing the pictures and notes jotted down. Use this information to kickstart the sustainability program for the next event.
- If any measurement has been done, review it and interpret the figures.



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Thank you

