

## 50 practical tips to make your events more sustainable from Seventeen Events

- #1 Provide walking directions to your event
- #2 Serve vegetarian food to cut carbon emissions
- #3 Use cornstarch badges which are fully compostable
- #4 Use Fairtrade tea, coffee and sugar to give growers a better deal
- #5 Tap water tastes as good as bottled and saves on resources, transport and waste
- #6 Use British and seasonal flowers to save hundreds of transport miles
- #7 You don't always need to use paper to communicate with your guests
- #8 An online booking system saves paper as well as time
- #9 Using the venue's in house AV equipment saves transport miles
- #10 Bamboo makes nice lanyards and is the fastest growing crop there is
- #11 Consider vegan food - a well planned vegan diet saves 1 tonne of carbon per year
- #12 Ask the venue if there is another event which you can piggy back to save on transport
- #13 Ensure all technology is switched off when not in use
- #14 Choose a venue which is close to the majority of your guests to reduce the amount of transport needed
- #15 Use suppliers who have equipment/products located close to the venue
- #16 Encourage car sharing and incentivise public transport/walking
- #17 If you need to generate your own power look into solar and biodiesel options to reduce air emissions
- #18 Communicate the importance of efficient water use with your venue and caterers
- #19 Ask your venue what water saving devices are in place
- #20 If planning an outdoor event seek professional advice on getting rid of waste properly
- #21 When erecting outdoor venues check that surrounding plants and habitats are not damaged
- #22 Think about how your event could have a positive effect on the local community
- #23 Incorporate a social or environmental project within your programme to create a positive legacy
- #24 Provide an opportunity for local students or unemployed people to gain work experience at your event
- #25 Choose to give your delegates useful merchandise which they will re-use
- #26 Do not brand event materials with the date of the event: This way it can be reused at future events
- #27 When purchasing branded items such as pens and note pads make sure they are made from 100% recycled materials
- #27 If the venue does not recycle then employ an external company to pick up the waste after the event
- #28 Ask your suppliers where they source their products from, it could be a lot further away than you think!
- #29 Ask to see your suppliers' sustainability policy
- #30 If a product you are having manufactured needs to be printed ask if it can be done at the same location
- #31 Ask every guest if they require special access and if they have special dietary requirements
- #32 Check that the venue has a suitable disabled access - and check this is not the goods lift
- #33 Be sensitive towards religious beliefs by providing a prayer room or quiet space
- #34 Switch your venue, warehouse or office to a green energy supplier such as Ecotricity or Good Energy
- #35 Define what "local" means to you, and set a target for goods and services to be sourced locally
- #36 Hold your event during the day to save on energy required by artificial lighting
- #37 Use LED lighting - they can reduce your carbon footprint by more than 70%
- #38 Use an ethical bank, such as the Co-operative or Triodos Bank
- #39 Commit to a "plain English" policy which promotes transparency and avoids buzzwords
- #40 Do not accept hidden commissions or mark-ups, no matter how tempting they may seem
- #41 Include information about the sustainability of your event on the event website
- #42 Be prepared to share best practice with other organisations you trust
- #43 Create a sustainable development policy for your business
- #44 If you do need to print, make sure it's double sided
- #45 Use free resources which are available to you such as the Julie's Bicycle checklists
- #46 Take the train, not the plane - and encourage your guests or delegates to do the same
- #47 Consider carbon offsetting as a last step, not an easy fix
- #48 Download the free sustainable event guide from <http://www.seventeenevents.co.uk>
- #49 Use ethical suppliers in your area - such as Connection Crew in London
- #50 Make your event programme BS8901 compliant using a free online system such as <http://www.eventberry.com>

Download our Sustainable Events Guide for free from:  
<http://www.seventeenevents.co.uk/sustainable-events-guide/>



# Our speakers tips for making your events more sustainable

## David Stubbs, London Organising Committee of the Olympic Games

When procuring items for events consider: -

- Do we need it?
- What is made of?
- How is getting here?
- What is it wrapped in?
- What's happening to it afterwards?

## James Wright, Virgin Trains

Read 'On our way to sustainability', the Virgin Trains corporate responsibility report to find out what steps we are making towards sustainability as a business.

<http://virgintrains.com/img/aboutus/greenpolicy/on-our-way-to-sustainability.pdf>

## Richard Wilson, White Light

Download White Light's free Green Guide, full of tips on how those responsible for lighting can make a difference:

<http://www.whitelight.ltd.uk/greenguide>

## Miles Platt, Jack Morton Worldwide

Make sustainability heroes of your clients. Build them a presentation that they can use to communicate, within their organisation, the sustainability credentials of their events. If they can generate enthusiasm for event sustainability they are more likely to be able to get buy-in for improvements next time or secure funding for sustainable initiatives in the future.

## Mike Fletcher and Peter Kerwood – Twitter

- Search #ecomonday for environmental tweets and news
- Be part of communities – try <http://www.twibes.com/group/green> and <http://www.twibes.com/group/ecoevents>

## Pat Mandeville, Department of Culture, Media and Sport

- Do the small things
- Don't use hard copies
- Speak to each other – tell more people what you're doing and why
- Share
- Enjoy!

## Dermot Waldron, Cavendish Conference Venues

- Look at your electricity seepage by comparing a meter reading taken at the very end of the day with one taken first thing the following morning. What items are left on stand by or could be switched off to cut the seepage?

Cavendish saved £12k in a year on their bills through cutting seepage.

- Use a water purifier for tap water rather than serving bottled water. Compare the 100,000 plastic bottles they would use in a year with 240 reuseable glass ones purchased over the last 7 years.

## Greg Gillin, Wembley Stadium

- When you have to persuade the board to choose sustainable options, focus on the cost savings achieved by reducing consumption
- Change what you can control
- Know what you want to achieve – set goals for the next 12 months, 18 months
- Benchmark

## Maria Clancy, Passion Organic

- Understand and engage with your audience around sustainability, create 'Aha!' moments
- Be bold, brave and excited about sustainability

## Sarah Ben-Tovim, Amnesty International

- Build your own policy – decide what you can commit to and then monitor it

### Monique Argus, Guardian News & Media

- Share your knowledge with your team
- Have a list of questions for your suppliers
- Be proactive with suppliers and venues – find out what extra steps they can take
- Give back to the community – it's about more than the environment

### Ed Gillespie, Futerra

Watch out for the ten signs of greenwash

1. **Fluffy language** Words or terms with no clear meaning, e.g. 'eco-friendly'
2. **Green products** v dirty company Such as efficient light bulbs made in a factory which pollutes rivers
3. **Suggestive pictures** Green images that indicate a (un-justified) green impact e.g. flowers blooming from exhaust pipes
4. **Irrelevant claims** Emphasising one tiny green attribute when everything else is un-green
5. **Best in class?** Declaring you are slightly greener than the rest, even if the rest are pretty terrible
6. **Just not credible** 'Eco friendly' cigarettes anyone? 'Greening' a dangerous product doesn't make it safe
7. **Gobbledygook** Jargon and information that only a scientist could check or understand
8. **Imaginary friends** A 'label' that looks like third party endorsement ... except it's made up
9. **No proof** It could be right, but where's the evidence?
10. **Out-right lying** Totally fabricated claims or data

Taken from the Greenwash Guide. Download the whole document for free here:

[http://www.futerra.co.uk/downloads/Greenwash\\_Guide.pdf](http://www.futerra.co.uk/downloads/Greenwash_Guide.pdf)

### Sophie Thomas, Thomas Matthews

This is how we fight climate change:

1. re-thinking
2. re-using
3. using friendly materials
4. saving energy
5. sharing new ideas
6. designing to last
7. staying local, buying ethical
8. supporting what we believe in
9. inspiring, having fun
10. saving money

Taken from 'Thomas.Matthews: ten ways design can fight climate change'. Download it for free from

[http://www.thomasmattthews.com/tm\\_sustainability\\_booklet\\_lo.pdf](http://www.thomasmattthews.com/tm_sustainability_booklet_lo.pdf)

### Joe Oliver, Bash Creations

- Buy to keep – you'll save money and resources if you buy rather than rent.
- See if you can collaborate with others to buy equipment rather than all buying / renting individually.

...and finally... **PLEASE DON'T PRINT THIS DOCUMENT.**

Feel free to circulate this to anyone who may be interested in making their events more sustainable.

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