

BROAD
SWORD.



BASIC, BRILLIANT & **BEST**

Steps to Sustainable Events

WHAT GOES INTO A SUSTAINABLE EVENT?

From accessibility initiatives to climate action; setting specific objectives is the first step to creating a positive impact through your event.



**MARKETING AND
COMMUNICATIONS**



**WATER
CONSERVATION**



**VENUE
CHOICE**



**SUPPLY CHAIN
MANAGEMENT**



**CLIMATE
ACTION**



**DEI AND
ACCESSIBILITY**



**FOOD AND
BEVERAGE**



**MERCHANDISE
AND GIFTING**



**MATERIALS AND
PRODUCTION**



MEASUREMENT

BASIC

3

Representing a starting point to planning sustainable events; basic indicates compliance with sustainability standards and regulations, and a demonstration of addressing and taking initial steps toward sustainable practices. This is often reactive rather than preventative however such as recycling waste.

BRILLIANT

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Brilliant signifies a more proactive and advance approach to creating positive impact. This may include adopting best practice in the industry and innovation and measurable, continuous improvement such as reducing waste across the supply chain.

BEST

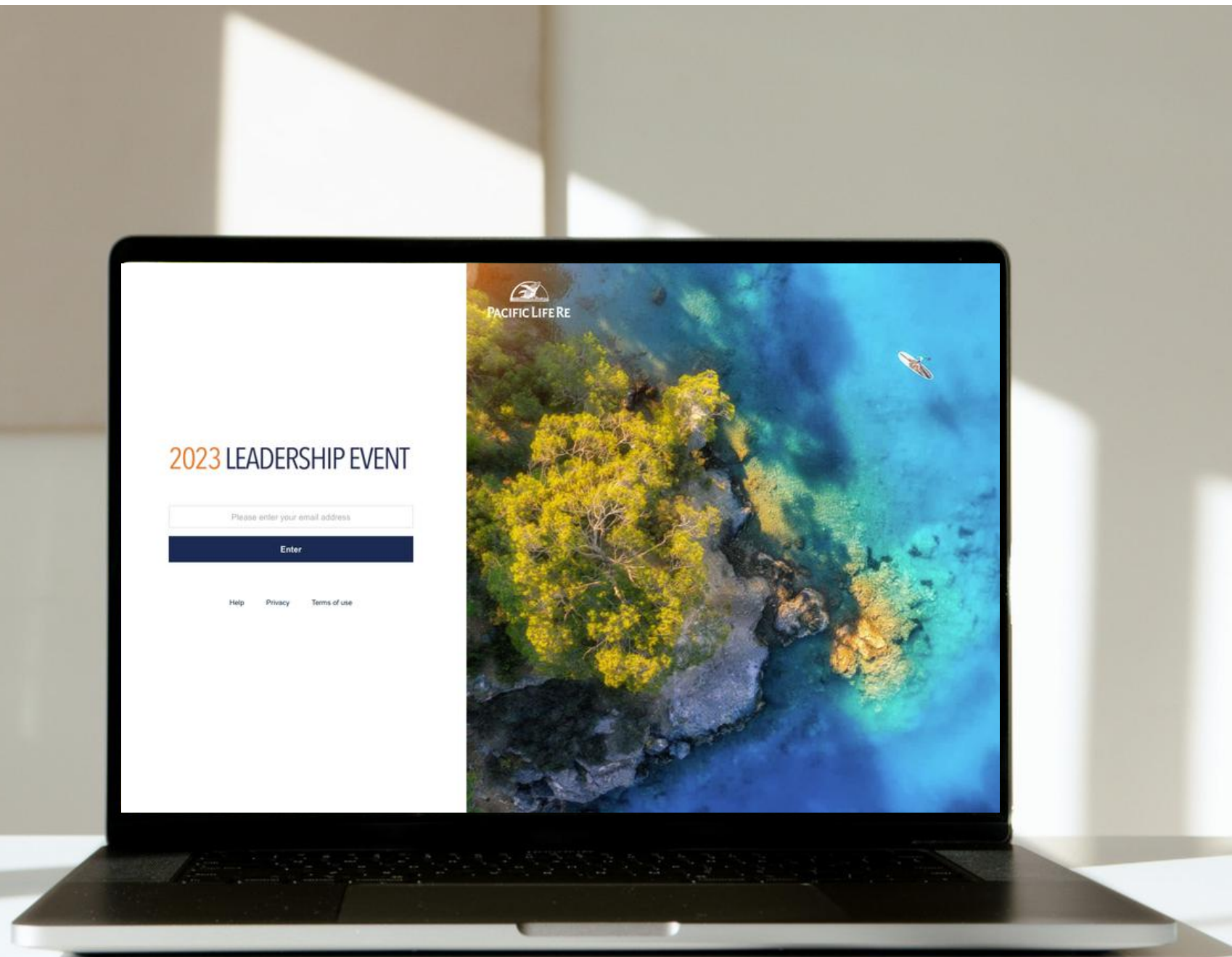
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Best represents a commitment to sustainability at the core of event planning. Planners at this level lead the way for others and influence wider industry practice through transparency and collaboration. These events can create a long term impact on people and planet such as a zero waste to landfill policy.





MARKETING AND COMMUNICATIONS



BASIC

Use seed paper invites, to provide a 3-in-1 gift to attendees and wildlife, Or go completely paperless with email invites and online event hubs which allow you to to easily monitor signups and interest.

BRILLIANT

If sending email invites, don't attach files to your emails but instead provide links to register and guides to getting to the event sustainably including public transport routes, carpooling and cycling suggestions.

BEST

Develop a comprehensive event platform which includes agendas, exhibitor contact details, seating plans or floor maps to eliminate the need for printed materials. Include incentives for sustainable travel and options to provide travel information for verified offsetting post-event. Host this on a green platform.



VENUE CHOICE



BASIC

Encourage guests to support sustainability goals by choosing a venue that is easily accessible by public transport, has recycling programmes, and water fountains.

BRILLIANT

A venue with a green certification or environmental policies such as locally sourced menus and energy saving measures. They should also provide a report on energy, water usage, and waste for offsetting.

BEST

Select a venue that operates on net-zero emissions or has comprehensive sustainability practices such as rainwater harvesting, renewable energy, and green spaces that support biodiversity.





CLIMATE ACTION →

BASIC

Use energy efficient AV equipment such as LED only as well as zero-waste materials such as compostable cutlery and no single use plastic, as well as recycling stations. Partner with a transportation company to offer group discounts or carbon neutral shuttle services.

BRILLIANT

Host regional events in the places where most of your employees or delegates are, and implement a virtual element for global employees to reduce air travel, encouraging attendees to use public transport alternatives where possible.

BEST

Implement a climate action plan including goals for energy usage, waste management, sustainable sourcing, and preventing all air travel. Engage attendees in climate action initiatives such as team building sessions that contribute to nature conservation and incorporating climate education into the overall programme.



FOOD AND BEVERAGE

BASIC

Implement plant-based options and ask for dietary requirements and confirm attendee numbers to order pre-set portions. Use reusable service wear and set up water stations for refillable water bottles.

BRILLIANT

Opt for zero-waste suppliers and venues who will redistribute leftover food, through donations or employees, or have a composting system.

BEST

Ensure all F&B is locally sourced, organic, fully plant-based, and seasonal; all tableware is reusable and all waste is prevented through local donations and composting.



Extra idea:

Look at edible table dressings and florals as a creative way to avoid waste.





MATERIALS AND PRODUCTION



BASIC

Minimise printing and provide digital alternatives to signage, event branding, and handouts. Reuse, recycle, and donate materials and furniture for build and post-event.

BRILLIANT

Work with vendors to ensure all materials are recyclable, compostable, or reusable through the designing non-event specific installations. Avoid single use plastics and polystyrene.

BEST

You must have a zero-waste policy. This can be supported by going paperless and using digital solutions as an alternative, using donation and recycling schemes as well as providing recycling stations at your event. Source sustainably by using certified, organic, and non-toxic wood, fabrics and paints.



WATER CONSERVATION



BASIC

Provide stations with filtered tap water and reusable cups and avoid pre-pouring water glasses. Encourage guests to participate in towel and linen reuse programmes if staying at a hotel for the event.

BRILLIANT

Select venues with water - efficient infrastructure such as low-flow water fixtures and rainwater harvesting systems.

BEST

Work with caterers who use water-saving practices in food preparation including washing produce and opt for menu items that use less water to produce. Provide education to attendees on why these things have been done and how they can reduce their water footprint post-event.





SUPPLY CHAIN MANAGEMENT



BASIC

Include questions about sustainability and social responsibility in your Requests For Proposals and use this information to make decisions. When searching for suppliers prioritise those in the local area.

BRILLIANT

Review your supply chain based on sustainability and diversity, set goals and a code of conduct such as a requirement for suppliers to complete reviews of basic environmental and ethical standards or training (such as modern slavery and human trafficking identification) during onboarding.

BEST

Prioritise vendors with strong ESG programmes and accreditations, implementing a sustainability survey and contractual sustainability requirements into the onboarding process. Visit suppliers regularly and ask for reports on the lifecycle of products and carbon footprint.



DEI AND ACCESSIBILITY



BASIC

Ensure that your speakers come from a range of backgrounds and provide them, along with event staff, inclusion training such as on inclusive language. Ensure the venue and getting there is wheelchair accessible and provide clear signage and a clear point of contact.

BRILLIANT

Implement assistive features such as hearing loops, captioning, voice overs, image descriptions, sign language interpreters, and additional screens. Content should be easy to read in terms of font size, grey scale, no italics, and fewer text.

BEST

In addition, design a programme that includes DEI sessions, with quiet spaces and accessible seating. An advisory committee can provide guidelines at every stage and ongoing communication with attendees can result in personalised assistance and improvements.



MERCHANDISE AND GIFTING



BASIC

Use eco-friendly gifts and such as those made of recycled paper and packaging, and that are likely to be reused such as flasks, eco friendly pens, and water bottles.

BRILLIANT

Source products from local suppliers, with ethical and sustainable production practices. Gifts like planting kits, seed paper, or beeswax products could further educate attendees.

BEST

Give zero-waste gifts such as experiences, digital gift cards, memberships to eco-friendly organisations, donations to charity, or plant a tree in the attendee's name.

MEASUREMENT

BASIC

Track carbon footprint on key sustainability metrics such as energy use, transport, and waste generated, utilising post-event feedback forms for guests to record and share their routes to travel to the event. Then you can use a simple carbon calculator to estimate the event's overall emissions.

BRILLIANT

Set specific sustainability goals to guide planning, forming a group or inviting a third party to oversee this. Invite a speaker on carbon footprint to a panel session to help guests achieve sustainability goals. Create a sustainability report and identify areas for improvement pre and post-event.

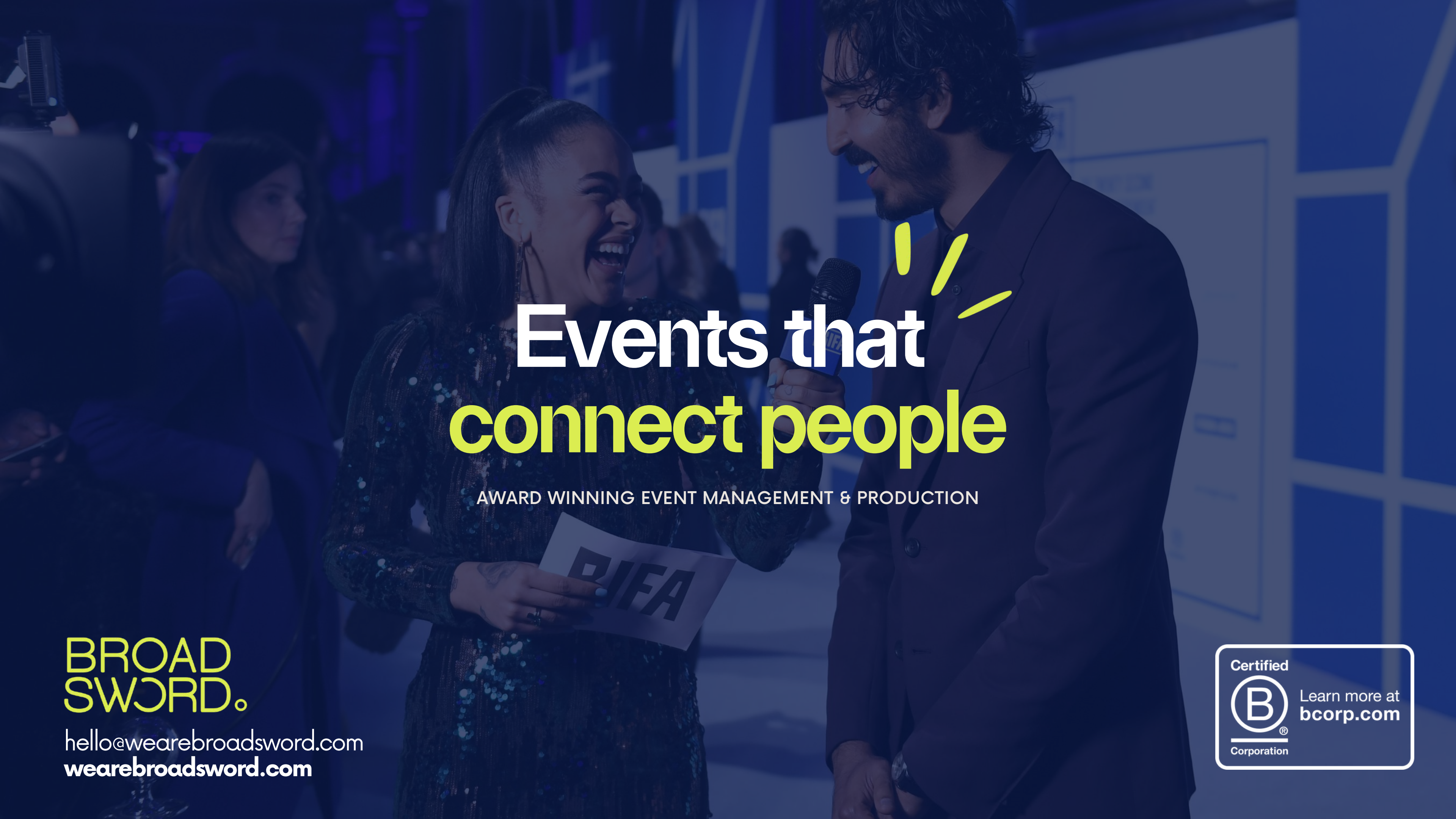


BEST

Use software to predict impact beforehand and implement practices to reduce this number with data-driven insights. Track and analyse the event's impact across a number of ESG factors and develop a comprehensive report that can be shared with clients.

Conduct lifecycle assessments on event components to understand their individual impact from production to disposal. Continuously improve on each factor via sustainability reports, supply chain reviews, and third party audits.





Events that connect people

AWARD WINNING EVENT MANAGEMENT & PRODUCTION

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hello@wearebroadsword.com
wearebroadsword.com

