

Sustainable Events

Best Practices in Developing & Executing Sustainable Events



Objectives

By the end of the session we aim for you to:

1. Learn a simple methodology for implementation
2. Understand measurement & storytelling
3. Gain 5 best practices



Guy Bigwood
Group Sustainability Director

An aerial photograph of an outdoor event space on a green lawn. The area is decorated with several wooden pallets used as planters for various green plants. People are gathered in small groups, some sitting on colorful plastic chairs and others standing. The event appears to be sustainable, utilizing recycled materials for furniture and planters. A large white pillar is visible in the upper left, and a white picket fence is in the top left corner. The overall atmosphere is casual and eco-friendly.

What is a Sustainable Event?

DEFINITION:

An event with a balanced approach to economic activity, environmental responsibility and social progress



Discussion Time – *Why do we prefer to use the term “Sustainable” over “Green”?*



What does a Sustainable Event look like?



SUSTAINABLE EVENT SHOWCASE

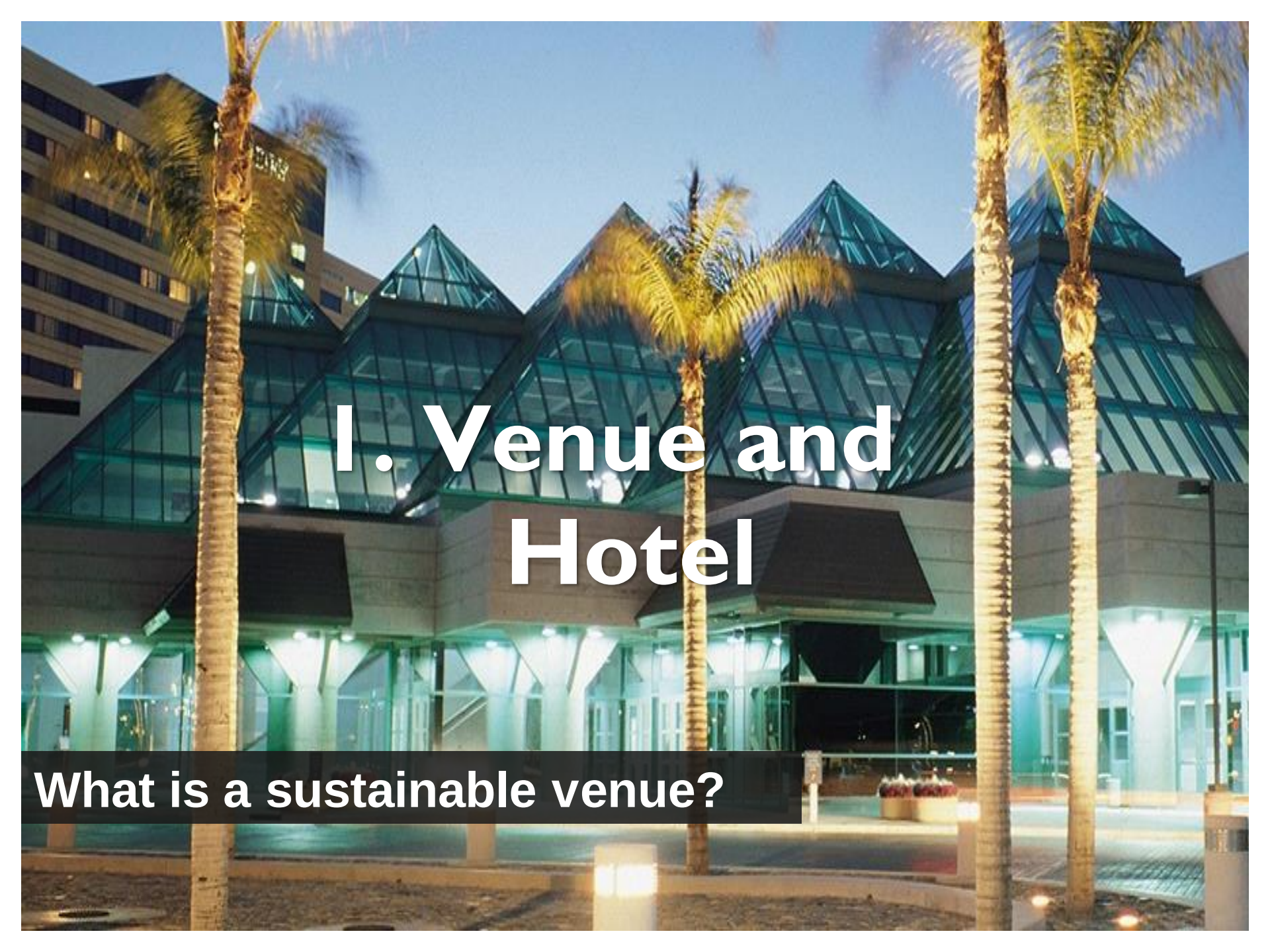
**RESPONSIBLE
BUSINESS FORUM
ON SUSTAINABLE
DEVELOPMENT**

MARINA BAY SANDS

https://www.youtube.com/watch?v=k_tprna0mK4

MCI Sustainable Event Approach

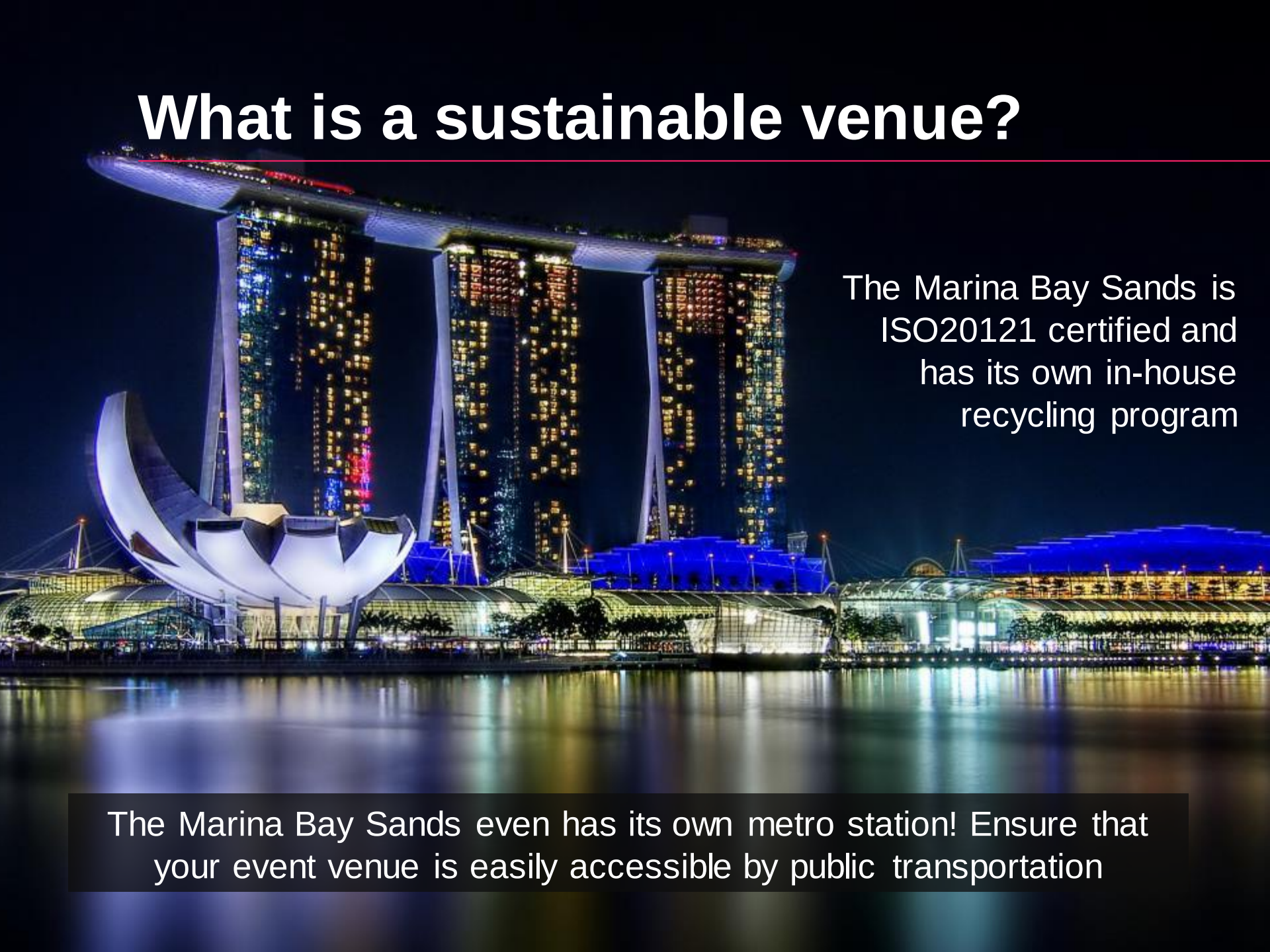


A photograph of a modern building with a glass pyramid roof and palm trees at night. The building has a glass pyramid roof and a concrete base. Several palm trees are in the foreground, and the building is illuminated from within. The sky is dark blue.

I. Venue and Hotel

What is a sustainable venue?

What is a sustainable venue?

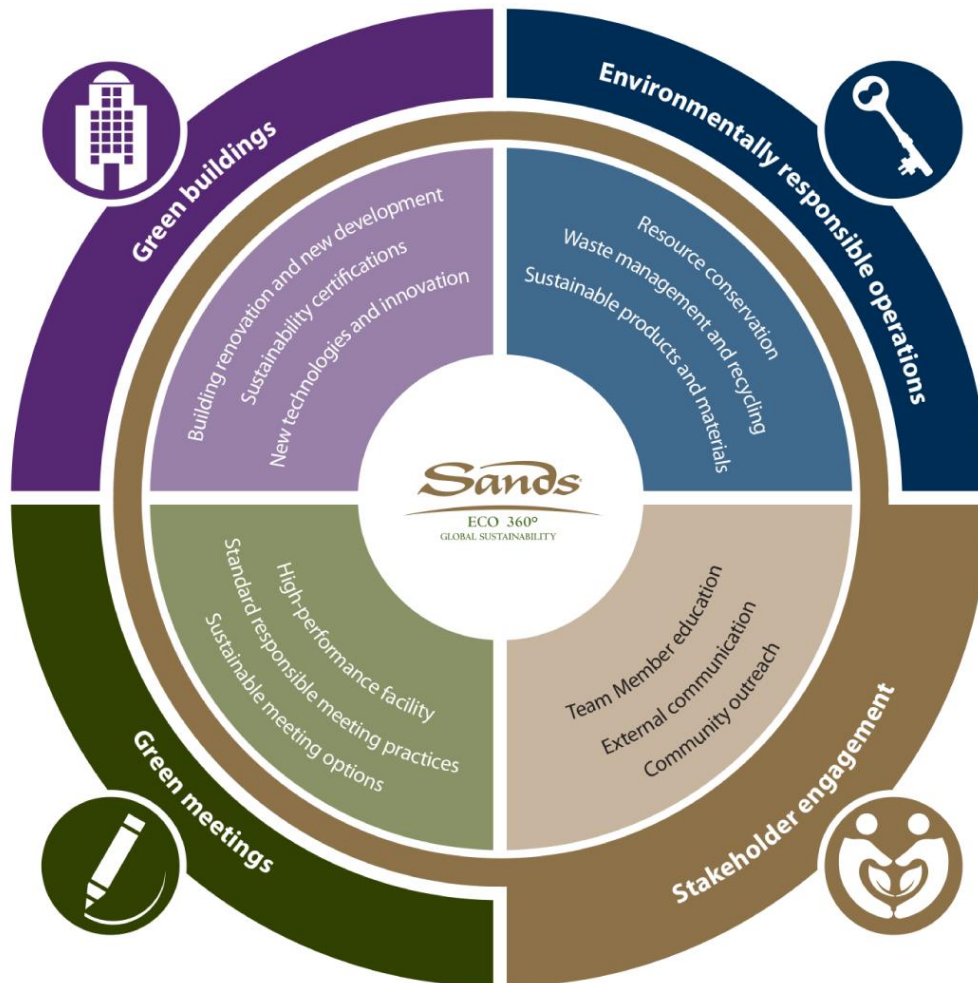


The Marina Bay Sands is
ISO20121 certified and
has its own in-house
recycling program

The Marina Bay Sands even has its own metro station! Ensure that
your event venue is easily accessible by public transportation

Elements of a sustainable venue

What components should a hotel's sustainability strategy include?



**Las Vegas Sands Eco 360
Sustainability Program**

Las Vegas Sands Eco 360 Sustainability Program

MARINA



2. Food and Beverage

USE SUSTAINABILITY TO IMPROVE THE DINING EXPERIENCE

FLOSS

Fair

Local

Organic

Seasonal

Sustainable





Work with chefs to tell a story about local food, culture, dietary information and sustainability.



PROMOTE EXCITING VEGETARIAN FOOD



50% of food is wasted in the farm to fork process

MANAGE YOUR WASTE



Reduce waste: Save on costs



Eradicate Water Bottles

- Bottled water = \$6,000 for 225L of water
- Water dispenser = \$178 for 225L of water



VS.



Eliminate Single-Use Items and Disposables

- Condiment stations
- Plastic cutlery vs. [India's Edible Cutlery](#)

HOME » NEWS » EARTH » ENVIRONMENT

Edible cutlery: could this simple invention help save the world?

Bakeys spoons, forks and chopsticks come in a variety of flavours



Edible Cutlery (#innovation series 3)



DONATE LEFT OVER FOOD



Banco de
ALIMENTOS
Quito



3. Exhibitions and Production

RETHINK – REDUCE – REUSE – RECYCLE - REPORT

88 tons of waste

= 70 x

37kg per participant



Rethink: Better Material Choices

“The quality of the ingredients you cook with can make or break a meal.”



This is no different.

Rethink: Where can I make better choices?

Signs and banners



Carpeting and stands



Inks, Lanyard & Badges



Reuse: Banners

Upcycle and repurpose material



Reuse signage when possible



Donate and support the local community

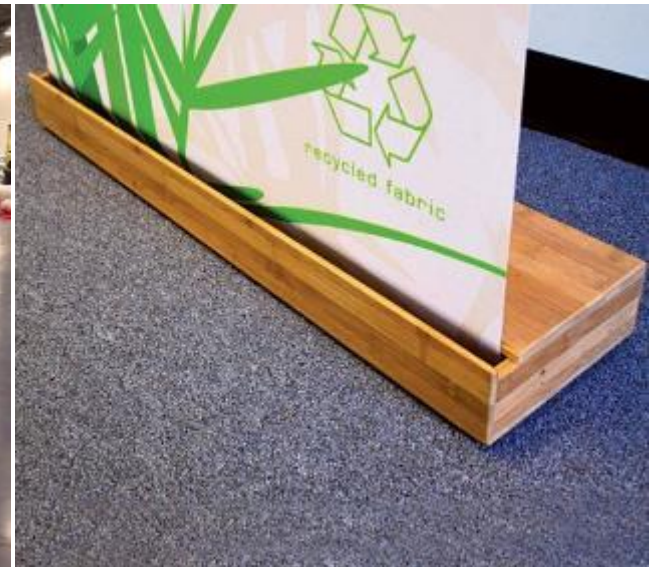
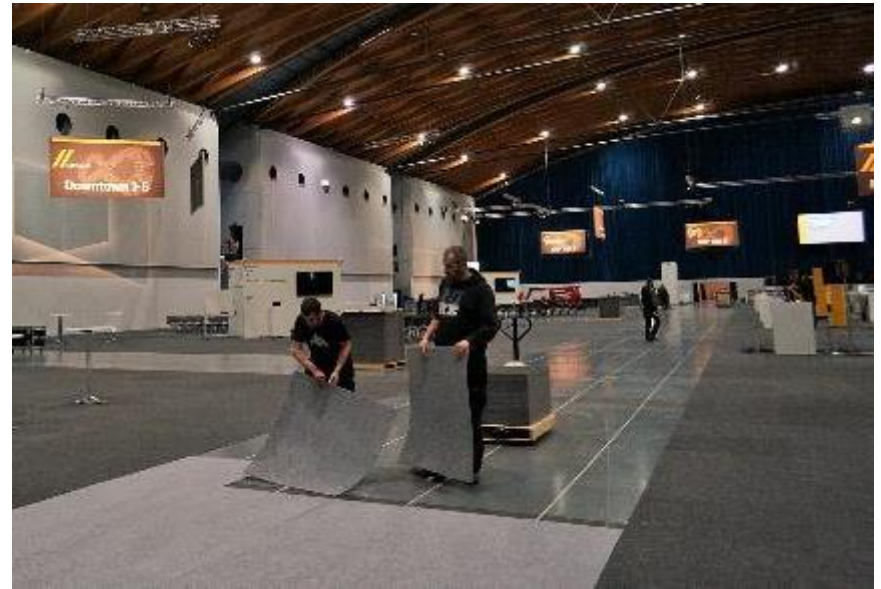


Collect lanyards and badge holders



Reuse: Carpets

- Rent carpets instead of buying them
- Rent reused carpet tiles
- Switch to recyclable carpet
- Switch to carpet made from recycled materials



Recycle: Demand it!



Make sure recycling bins are well-located and **clearly labelled!**



RETHINK – REDUCE – REUSE – RECYCLE - REPORT

- Reduce amount of carpeting
- Switch to carpet tiles (for some or all)
- Increased up to 80% sustainable materials
- Increased up to 80% recycling in Expo



10 tons of waste

= 11 x

5kg per participant



4. Marketing & Communication

Educate

- Use the event to educate and raise awareness about sustainability and catalyse action
- SAP dKom Global 2016 electric car and e-bike exhibition



 mci Auto.

Discussion – *Where can you communicate your sustainability initiatives to make sure people know?*



SUSTAINABILITY



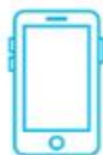
CONGRESS SUSTAINABLE (GREEN) EFFORTS

IPA 2016 is committed to reducing the environmental impact of the congress and giving back to our community, globally and locally. Working closely with our suppliers and partners, here are some of our efforts:



SIGNAGE

- All printed signage is produced with either **recyclable gatorboard** or **recycled wastepaper millboard**.
- **51%** of congress signage is electronic.



CONGRESS APP

- The IPA Congress developed an **interactive mobile app** as a long-term strategy to reduce print material waste.
- Available on all four app stores, the mobile app offers a valuable way to enhance the delegate experience as well as access the most up-to-date information.



PRINT

- The printed Congress Program is **FSC certified**, ensuring that products come from responsibly managed forests that are evaluated to meet FSC's strict environmental and social



Reduce Printing and Innovate

Use an App

Print less – Print double sided

Print sustainably

- Pursue recycled content paper
- 30% content min
- FSC, Swan, Blue Angel



REDUCE YOUR MERCHANDISING

- Are these useful?
- Will the attendees use them or bin them?

The background consists of a 2x3 grid of colored squares. Each square contains a stylized, solid-colored hand with fingers spread, reaching upwards. The colors of the hands and squares are: top-left (yellow hand on purple square), top-middle (orange hand on lime green square), top-right (teal hand on magenta square), bottom-left (light green hand on orange square), bottom-middle (purple hand on blue square), and bottom-right (red-orange hand on yellow square).

5. Community Involvement

Plan a Community Action

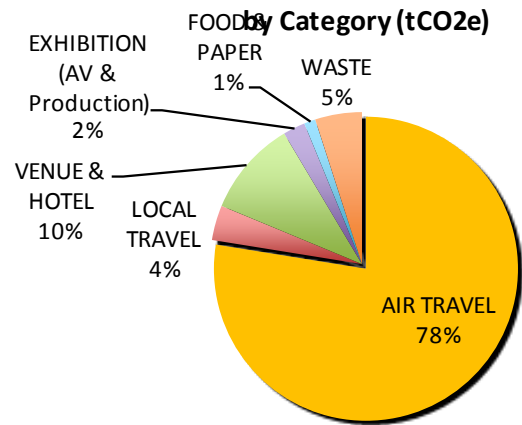


6. Measurement

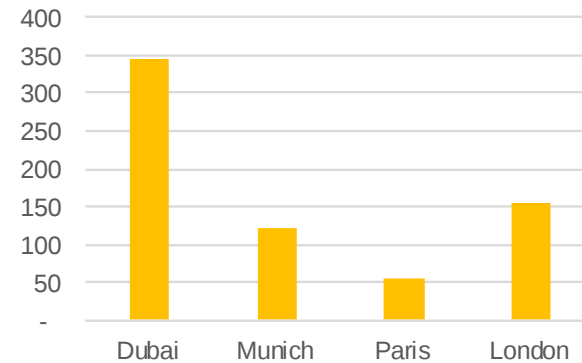
**“In God we trust. All others must bring data.”
- W. Edwards Deming**

Greenhouse Gas Emissions

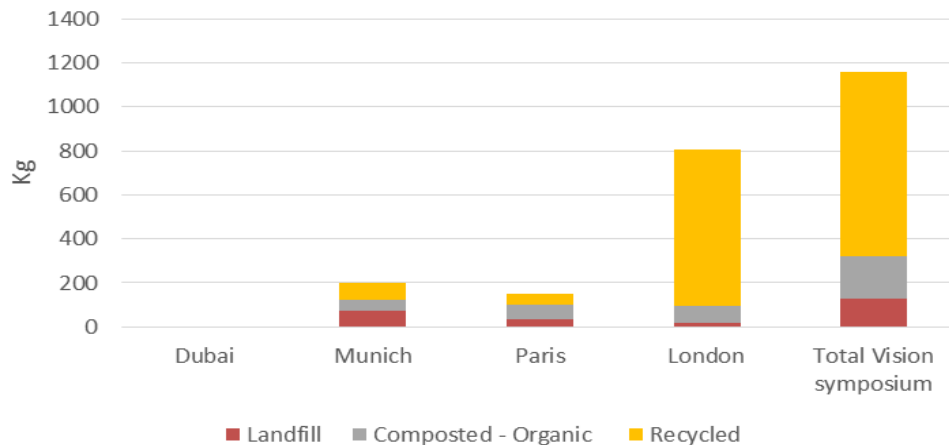
Symantec Vision Symposium EMEA 2014 GHG Emissions



Carbon Emissions (tCO2e) Vision 2014 Symposium Series



Wasted tracked at Vision 2014 Symposium Series



Communicate numbers to your delegates

RUN SIMPLE

100%

powered by
renewable energy

70%

of event waste
to be reduced, reused
and recycled

Sustainability is at the core of SAP's vision to help the world run better and improve people's lives. Improving the environmental performance and societal impacts of everything we do is crucial to our long-term success as a company.

50%

of signage and branding
made from sustainable
materials

40%

of food to be
sourced locally

33%

reduction in
car usage

RUN SUSTAINABLE

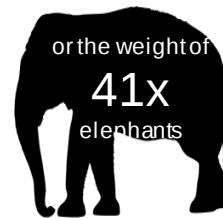
Make the numbers *mean* something

dKom 2016 Results

This approach was successfully piloted at the 2016 dKom series; significantly increasing the event's social, environmental and economic performance.

Waste Diversion

Diverted
66%
of waste from
landfill



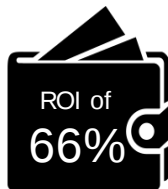
Community Development

Donated over
\$25.5k
to community
projects in China
and the US



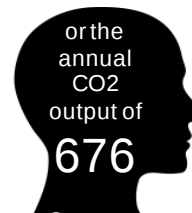
Cost Savings

Tracked
€86k
of savings
(net)



Carbon Emissions

Offset
100%
of local
emissions



Local Sourcing

Sourced
81%
of food locally,
on average



The image shows a classroom setting with a green chalkboard in the background. Several hands are raised in the air, indicating an interactive session or a Q&A period. The hands are out of focus, except for one in the foreground which is sharp. The word "Questions?" is written in large white text on the right side of the image.

Questions?

Behinds the Scenes – EU Presidency

THE VALUE OF SUSTAINABLE EVENTS





It's about PROGRESS and not PERFECTION



www.lessconversationmoreaction.com

www.mcisustainability.com

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