

FACT SHEET

How Green is Your Event?

It's no secret that events generate huge amounts of waste, and it can be difficult to manage this. However there are a few practical things you can do to control and reduce the waste your event produces regardless of its size or format.

Follow our simple tips to host a greener event!

1. Do you need printed tickets?

Use electronic communication wherever possible. With the growth and increase in usage of technology, online event registration is an effective and immediate improvement you can make. There are many providers out there who offer online event registration platforms. If you are running a smaller event, don't forget the traditional guest list on recycled paper of course.

2. Can it be said on screen?

Invest in technology and host virtual events such as webinars, broadcasts and podcasts instead. Air, rail and car travel are the main culprits responsible for increasing your event's carbon footprint. Most of the time people don't actually have to be present. Distribute handouts electronically, e.g. USB or

email. There are many free file sharing sites now.

3. Afterlife for props and décor

Now that you have had your spectacularly themed party, what happens to the props and decorations? If you have hired them fine, they just go back to the supplier. However, if you have purchased them, think about donating items to a local college or school for use in their own productions, or for creative projects.

When thinking about props and décor, use materials that are environmentally friendly such as organic cotton, hemp or glass.

4. Tap into glass!

Use water stations and real glassware to remove the need for water bottles. If people are seated at tables, offer jugs of water. If you must use bottled water, for example at an outdoor event, then make sure you source it from an ethical supplier. There are many around.

5. Recycle, recycle, recycle

This can't be stressed enough. Set up recycling stations around the venue

or outdoor space to encourage people to recycle waste. Don't forget clear signage to point these out.

Be strict and make sure your suppliers and staff are following the same ethos. You can also recruit volunteers to help manage the recycle of waste.

6. Do promotional materials actually promote?

How many times have you come away from an exhibition or conference with a bag stuffed with flyers, brochures etc? How many times have you discarded them ... and the plastic bag ...without giving it a second thought?

You need to really think about what goes in the bag because people don't actually read it. Think of other creative ways to get your message across without contributing to such waste, for example you could offer them an opportunity to plant a tree.

If you absolutely must use promotional material, be sure to use those containing organic recycled material, such as cotton bags, bamboo or energy friendly products. Again there are many good suppliers that can help with this.

7. Make your suppliers responsible too

Work with suppliers that are serious about reducing their carbon footprint. Don't just take their word for it; check credentials by reviewing their environmental policy. Try looking at images from past events to see how they do things. This includes venues and outdoor sites. Insist they use fair

trade products, glassware and where possible renewable energy.

8. The eco-promoter

A Greener Festival suggests organisers include a clause to the promoter's rider outlining expectations of their responsibility. These include expectations around water wastage, recycling and traffic policy. Do the acts really need to arrive in a stretched humma?

An important point to consider when working with entertainment agencies.

9. Local is best

Use local produce, and try to go organic wherever possible to eliminate additives. This also means that your guests get to experience locally produced food, and you avoid transportation costs. Local produce can be something as simple as tapping into the local farmers market not just for food, but for possible gift items too. Donate excess food to a local homeless kitchen or food bank.

10. Evaluate your efforts

Ensure you know what you are measuring from the outset. Only then will you know if you have actually reduced your event's footprint. Conduct evaluation electronically to limit your reliance on paper.

Finally, going green will ultimately save you money in the long term. The question is can you afford not to?