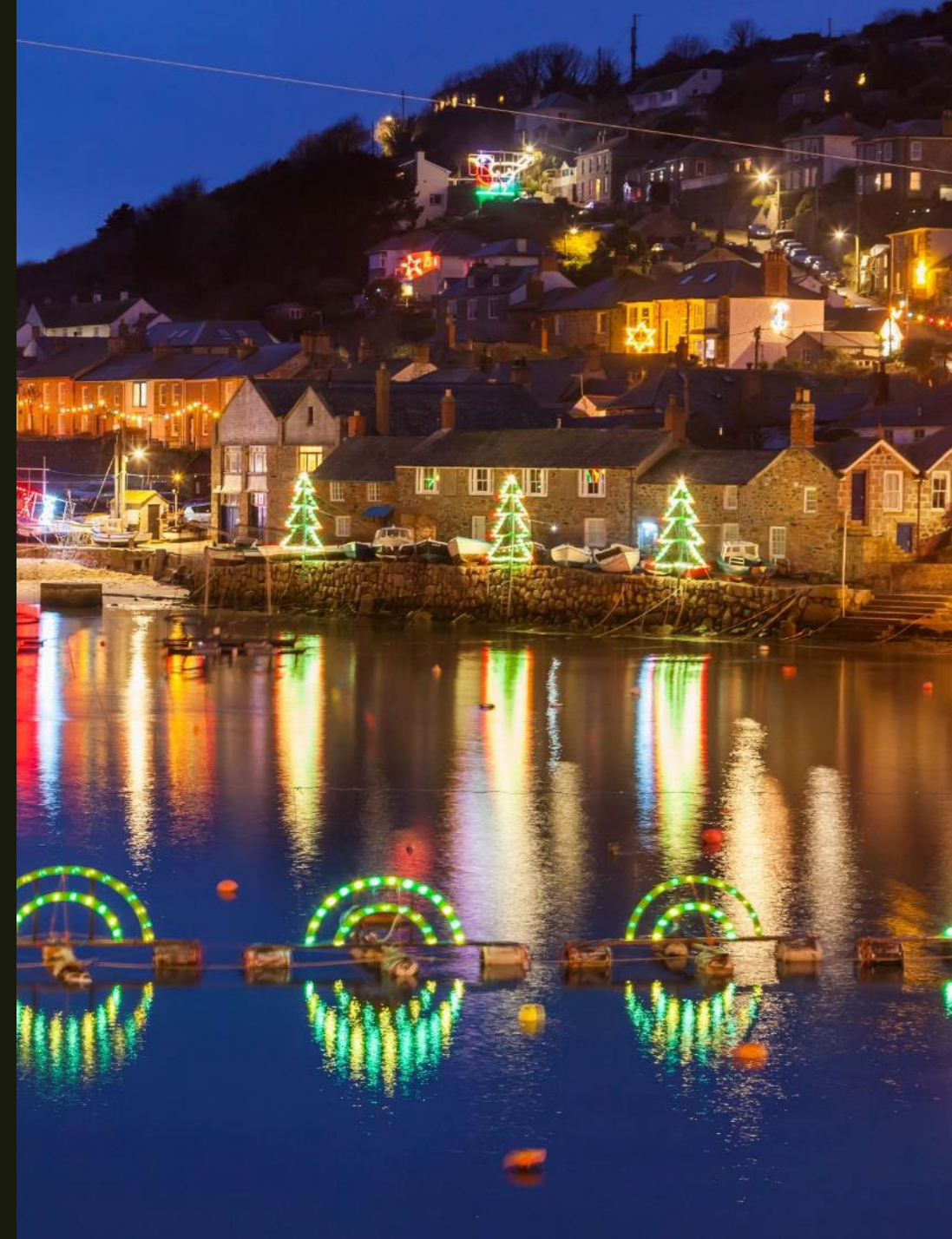


SUSTAINABLE EVENTS: AN INTRODUCTION



What is sustainability?

Sustainability considers the **social**, **financial** and **environmental** impacts – PEOPLE, PROFIT, PLANET

Sustainable development is defined "as development that meets the **needs of the present** without compromising the ability of **future generations to meet their own needs**." (Brundtland Report 1987)





NO
POVERTY



ZERO
HUNGER



GOOD HEALTH
AND WELL-BEING



QUALITY
EDUCATION



GENDER
EQUALITY



CLEAN WATER
AND SANITATION



AFFORDABLE AND
CLEAN ENERGY



DECENT WORK AND
ECONOMIC GROWTH



INDUSTRY, INNOVATION
AND INFRASTRUCTURE



REDUCED
INEQUALITIES



SUSTAINABLE CITIES
AND COMMUNITIES



RESPONSIBLE
CONSUMPTION
AND PRODUCTION



CLIMATE
ACTION



LIFE
BELOW WATER



LIFE
ON LAND



PEACE, JUSTICE AND
STRONG INSTITUTIONS



PARTNERSHIPS
FOR THE GOALS

WHERE TO BEGIN?



Getting started

- A policy and an action plan
- You don't need to be an expert
- You DO need to get commitment and support
- Build in to everyone's job roles
- Start with the biggest impacts and/or easy wins



From the beginning

**“80% of waste is created at the design phase”
(Ellen MacArthur Foundation)**


- Embedding sustainability from the beginning
- Lead the conversations with clients
- Link with the Client/brand/organisation sustainability priorities
 - Brand policies
 - Motivations of the lead
- Host a workshop to understand their priorities
- **Put in place policies**
 - Google Next had a ‘zero waste’ aim which meant people got creative.



YOU are the choice architects

- A key principle in behaviour change is the principle of choice architecture:
- The layout, sequencing and defaults available to audiences guide how they will behave
- You have the power as choice architects to influence:
 - Behaviours
 - Social norms and expectations
- This is mainly done through your infrastructure choices
 - People will choose the easy option or the default
- DESIGN THE SUSTAINABLE PATH OF LEAST RESISTANCE





FOCUS ON IMPACTS

What are the impact and issues for your events?

- **CARBON FOOTPRINT**
- **ENERGY**
- **TRAVEL**
- **WASTE**
 - **FOOD WASTE**
 - **PLASTICS**
- **WATER**
- **FOOD CHOICES**
- **MATERIAL CHOICES**
- **SUPPLY CHAIN IMPACTS**
- **MODERN SLAVERY/WORKERS RIGHTS**
- **NOISE POLLUTION**
- **LOCAL ENVIRONMENT & HABITAT**
- **LOCAL COMMUNITY**

Write down relevant ones

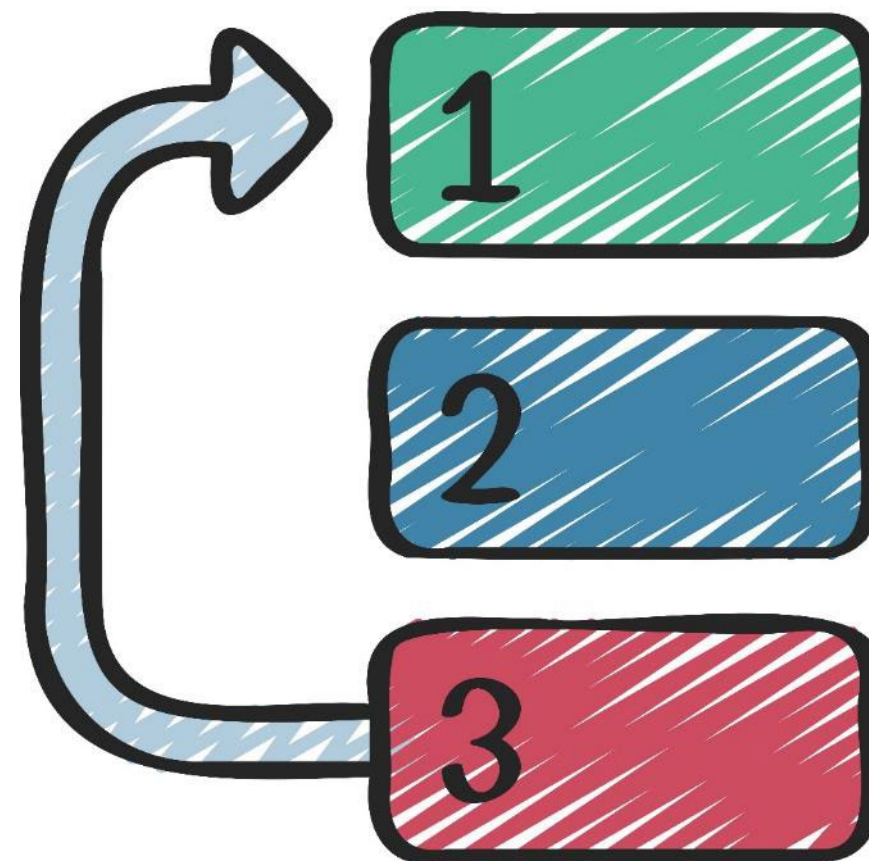
Identify the big impacts and easy wins

To avoid overwhelm when getting started, this exercise will help you identify where to start.

Good activity to do with clients and team to get them engaged

- Rate on a score of 1-5 for importance for the organisation
- Rate on a score of 1-5 in terms of level of control
- 1 = low and 5 = high

Items with the biggest score are the ones you start with first



Sustainability Action Plan

Impact area:						
Aspect	Aim	Actions to achieve this	Score	Who is responsible	Deadline	Who needs to know