

Sustainable Events

Sustainable Events are becoming commonplace nationally and globally, as public expectation increases for lower carbon emissions and less environmental impacts. Sustainable Events provide a better experience for patrons and demonstrate a commitment to environmental sustainability. All areas of event management provide opportunities to make environmental and cost savings.

- Think Social, Environmental, Economic – right from the start
- Take a whole event approach – energy, water, waste, transport, and procurement
- Influence your supply chain (across all aspects of the event) – factor sustainability clauses into contracts and tender specifications
- Champion - link in with a relevant 'celebrity' to act as the sustainability champion for the event
- Review – post-event review offers continuous improvement, and good news to share

Some key points to consider are listed below, with a checklist of suggested actions overleaf.

Venue & site (including transport)

- If inside, choose venue with natural ventilation & lighting (or independent controls in each space to isolate areas in use)
- Stage, light & sound (work with technical team for efficient energy use & low impact on local community)
- Water (reduce use, prevent water pollution)
- Infrastructure, décor (reused/reclaimed materials; design to disassemble & reuse)
- Toilets & showers (water efficient, recycled paper / washable linen)
- Shuttle-services, car-pooling, bike-parking & lockers, public-transport information

Catering

- Commitment from suppliers (written agreement or policy)
- Reusable crockery (with wash-systems), or recyclable or compostable
- Cater to numbers (RSVPs, or previous attendance numbers)
- Sustainable food (fresh/seasonal, fair-trade, not individually wrapped items like sugar sachets or giveaway mints)
- Tap water (not bottled)

Waste

- Event packaging (reduce, reuse, recycle, or make sure it is easy to compact for disposal)
- Consider a container deposit system at your event (e.g. impose small fee per drink which is refunded on return of container for recycling)
- Logistics (bin numbers & placement plan; ensure venue has waste management procedures or capacity to have recycling collections)
- Management (cleansing schedule during event)
- Signs (at bins & around event)
- Arrange collection of unwanted usable food for charities (e.g. SecondBite)
- Evaluate (audits, or volumes from contractor/s)

Information communication (& printed material)

- Communicate electronically
- Design & print green (post-consumer recycled stationary, veg-inks, layout, double-side)
- Can promotional materials be reused? (have dates/sponsors on separate banners)
- Utilise modern technology (electronic signs, projections)
- Promotional products available at event – try to avoid (or 'buy green' alternatives)

Sustainable Events

Suggested Actions you can take towards your sustainable event:-

First Steps

Remember, it may not be possible to do everything for every event.

Waste

Reduce, reuse, or recycle event packaging by working with suppliers & waste contractors

Tick

Provide recycling bins as well as general waste at each bin site (bin sites 12m apart)

[Southern Waste Strategy Authority have colour-coded bin lids available for events]

Have recycling bin monitors

Ensure bins are regularly emptied

Provide cigarette butt bins

Arrange collection of unwanted usable food for charities (e.g. SecondBite)

Compost organic waste

Energy

Seek venues with energy efficient measures in place for lighting and ventilation

Ensure energy efficient light & sound

Low impact on local community from light & sound diffusion

Water

Offer tap water instead of drink bottles

Seek venue with water efficient measures

Prevent pollution of local waterways from site runoff, litter and (chemical cleaners?)

Promotion

Advertise event as 'sustainable' in all pre- and during-event promotions

Communicate electronically where possible

Design & print green (post-consumer recycled stationary, vegetable-based inks, space-efficient layout, double-side)

Have sustainability info signs around event

Can promotional materials be reused? (have dates/sponsors on separate banners)

Promotional products available at event – try to avoid (or use durable bags & 'buy green' fillers such as recycled paper pens & pencils)

Provide public transport information with event promotions (and/or offer discounts)

Things to work towards

Transport

Provide shuttle services, car-pooling or bike-valets

Tick

Catering

All packaging and crockery to be recycled or composted (e.g. cornstarch or sugarcane plates)

No single serve sachets or plastic straws

Request caterers use certified organic & fair trade food and consider buying in bulk

Site Management

Dedicated site sustainability coordinator

Provide training for all onsite staff on sustainability measures

Service agreements with contractors, cleansing teams, food suppliers to ensure they are aware of requirements to make your event sustainable

Investigate & reduce food miles and footprint for the event overall

Energy

Use biodiesel generators for outdoor events

Water

Reduce water use from caterers

Use chemical free sanitisers & disinfectants

Promotion

Create décor or other infrastructure from reused/reclaimed materials

Design promotional and display material for disassemble and reuse

Use modern technology for signs and displays to reduce waste from one-off printed materials

Waste

Waste management plans developed for each event according to venue capabilities & types of stalls

Container deposit system for the event to recover all containers for recycling, helps reduce waste disposal costs (use volunteers or have a refund station)

For more examples and initiatives, see

www.tourismtasmania.com.au/industry/climate_change/events

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Tasmania
Explore the possibilities