

## Little Steps Towards Sustainability

As the eyes of the world fall on Glasgow, the UK's "Green Capital" for COP26, many in the events industry are fearing the next challenge to our world as we are faced with increased expectations to become more sustainable to protect our planet for the future at the same time as we re-build from the effects of Covid-19. How can we do both?

Fortunately, sustainability is becoming part of the "norm" for conversations in life. More opportunities and solutions exist. Sustainability at events has moved from "why should planners bother?" to "how do we do it?" This gives us an opportunity to integrate these discussions into event planning.

We recognise that many of our clients have CSR policies incorporating sustainability improvement targets. As an event is a public profile of their business it is increasingly important that their internal sustainability activities are reflected in external activities too. Starting the conversation early, including the objective in the brief, will make including sustainable initiatives in the event design more achievable.



### But HOW? and Where do we START?

- Start somewhere and take a step forward. It may only be a baby step but it is a step in the right direction.
- Choose more train friendly venues to reduce individual car travel with an event schedule which allows for realistic arrival times.
- Even overseas, you can still consider the amount of local travel required – is everywhere walkable once you get there?
- Plan accurately for quantities needed to avoid waste.
- Eliminate "Single Use Plastics": plastic water bottles, cups, cutlery, signage, goodie bags.
- Don't order any more balloons.
- Increase the use of digital signage or event Apps to avoid printed materials.
- Cut down on food miles by requesting local and seasonal produce and reduce the meat content.
- Choose venues and suppliers with environmental action plans in place – support them as they do their bit.
- Match the bin types to the waste streams being produced and clearly label them – be consistent across the venue.
- Start simple measurements of your event Carbon Footprint so you can quantify your effect and target improvements.

There isn't one solution, but we can all incorporate more of these considerations into our planning as we **work forward to a new normal**.

**Talk to High 5 about delivering a positive impression on your delegates  
at your next event – and on the planet!**



Contact us for all your event needs!

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