



THE GOOD, BETTER & BEST

STEPS TO SUSTAINABLE EVENTS



Centre for
sustainability &
social impact

Transform Your Events into
Sustainable Masterpieces with
Our Better-Good-Best Model.

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01



MARKETING AND COMMUNICATIONS



GOOD

For digital invitations and promotions, use links instead of attached files, reducing the carbon footprint of the emails you send. For printed and mailed communications, use recycled, Forest Stewardship Council (FSC) certified paper materials and carbon offset contributions.



BETTER

Use only digital invitations and marketing communications and share information on your sustainability initiatives. Don't attach files to emails, send links, [click here to find out why](#).



BEST

Use only digital invitations and marketing communications, and include a call to action for attendees to participate in sustainability initiatives for the event, such as low-carbon travel options.

02



VENUE/HOTEL SELECTION



GOOD

Choose a sustainable venue, such as one certified to the EIC Sustainable Event Standards Bronze level or higher. Work with the venue to encourage guests to support sustainability goals by turning off electronics when not in use, recycling, and using less water by participating in towel reuse programmes.



BETTER

Select a venue with strong environmental policies and certifications, such as one certified to the EIC Sustainable Event Standards Silver level or higher. Obtain a report for the venue on your energy, water usage and waste diversion, which may be estimated through calculators.



BEST

Select a venue with strong environmental policies and certifications, such as one certified to the EIC Sustainable Event Standards Gold or Platinum level. Prioritise a venue with renewable energy sources, on-site waste sorting, and easy access to public transportation. Obtain event specific sustainability reports within 90 days of event from venue including data on energy and water usage and waste diversion.

03



MATERIALS & CIRCULARITY



GOOD

Reduce waste to landfill by reusing, recycling, upcycling, composting and donating. Minimise printed materials.



BETTER

Work with vendors to ensure all materials are compostable, recyclable, or reusable and that there are facilities to support this. Use recycled, Forest Stewardship Council (FSC) certified paper and vegetable-based inks for necessary print materials. Do not use signage made from polystyrene.



BEST

Implement a zero-waste policy and provide recycling stations with clear instructions. Prevent waste by opting for digital options, using reusables instead of single use items, and engaging stakeholders, including sponsors and exhibitors, to do the same. Go completely paperless by using digital platforms and event apps for all communication and documentation.

04



CLIMATE ACTION



GOOD

Use energy-efficient lighting and AV equipment, turn off equipment and reduce heating and cooling when meeting space is not in use. Encourage public transportation and carpooling



BETTER

Opt for LED lighting and Energy Star certified equipment. Provide incentives for attendees to use low carbon transportation options, such as rail travel. Partner with a transportation company to offer carbon-neutral shuttle services or secure group discounts for public transit.



BEST

Reduce air travel related emissions by selecting destinations close to the majority of your attendees or with strong sustainable travel infrastructure. Alternatively, consider connecting regional events. Use solar or other renewable energy sources to power venues and reduce overall energy consumption. Incorporate climate education into your program

05



FOOD & BEVERAGE



GOOD

Follow up with attendees two weeks before the event to ask them to confirm the functions they will attend and any dietary requirements. Offer sustainable food and beverage options, such as plant-forward menus. Offer refillable water stations and encourage attendees to bring their own bottles.



BETTER

Encourage venue/caterers to redistribute food, either through donations to charitable organisations, or through employee meal programmes. Offer plant-based menus for some of your meal functions.



BEST

Create a sense of place by showcasing local providers and selecting organic and seasonal ingredients. Implement a fully plant-based menu, minimise food waste, and donate leftovers to local organisations.



PROMOTIONAL PRODUCTS & GIFTS



GOOD

Use eco-friendly promotional products and gifts and share them in sustainable or reusable packaging/bags.



BETTER

Use eco-friendly promotional products and gifts and share them in sustainable or reusable packaging/bags.



BEST

Give experiences, donations, or plant a tree in the attendee's name instead of physical gifts.

07



WATER CONSERVATION



GOOD

Provide water stations with filtered tap water and reusable cups or bottles for all attendees. Avoid pre-pouring water glasses for meal functions. Encourage guests to participate in towel and linen reuse programs, as this can significantly reduce the water usage and carbon emissions associated with laundry.



BETTER

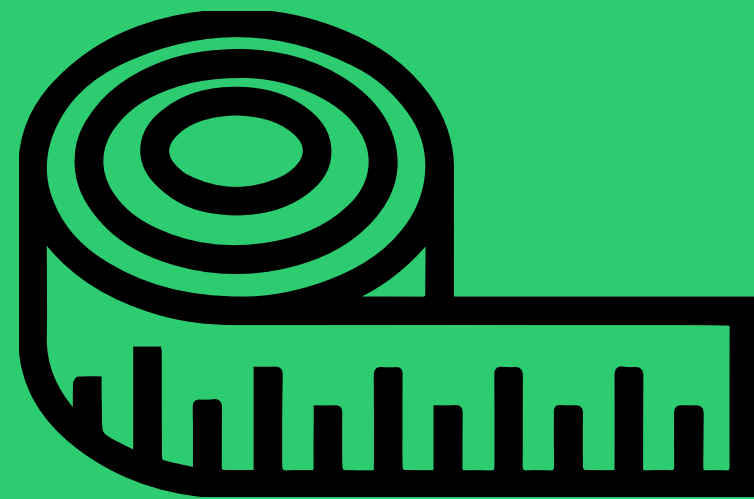
Select venues with water-efficient infrastructure such as low-flow water fixtures. Opt for water-smart menu items.



BEST

In addition to the good and better ideas, create a water conservation awareness campaign for your attendees. This can be done by incorporating relevant education for your industry, as well as sharing ideas on personal actions that attendees can do to reduce their water footprint.

008



TRACK & MEASURE EVENT SUSTAINABILITY



GOOD

Track and measure event sustainability in key areas such as energy, water, waste diversion and supply chain diversity. For additional inspiration, see the Sustainable Event Solutions Checklist. Send delegates a link via the SAM WebApp to measure attendee travel related carbon emissions.



BETTER

Set specific sustainability goals and track progress throughout the planning process. Set-up sustainability group for events in your organisation and invite your sustainability director to sit on a panel to help match your event strategy to company goals.



BEST

Develop a comprehensive post-event sustainability report, using event-specific data sourced from your suppliers. Continuously improve sustainability efforts by gathering feedback from stakeholders, evaluating the event's environmental impact, and sharing successes and lessons learned with the industry.



DIVERSITY, EQUITY, INCLUSION & ACCESSIBILITY



GOOD

Ensure that your speakers and presenters come from a range of backgrounds and experiences and provide them with inclusion training.



BETTER

Provide training to your event staff and volunteers on how to create a welcoming and inclusive environment for all attendees. This can include training on unconscious bias, cultural sensitivity, and how to handle incidents of discrimination or harassment.



BEST

Incorporate diversity and inclusion into the very fabric of your event by creating a Diversity and Inclusion Committee. This committee can be responsible for setting goals and guidelines for diversity and inclusion, as well as monitoring the success of these efforts.



SUPPLY CHAIN MANAGEMENT



GOOD

Include questions about sustainability and human trafficking prevention in your Requests for Proposals (RFPs) and use this information as part of your decision-making process.



BETTER

Conduct a sustainability and diversity review of your supply chain and set goals and targets, with a plan to achieve them. Require that hotel and transportation staff are trained on how to identify and report instances of human trafficking and modern-day slavery.



BEST

Prioritize purchasing from suppliers with strong sustainability programs and from diverse businesses. Add sustainability related requirements into your contracts. Add education on how attendees can identify and report instances of human trafficking and modern-day slavery.