



THE SUSTAINABLE EVENT GUIDE

2025

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Our passion for food is evident across all menus; we encourage healthy events with your delegates' wellbeing at the forefront of all menu planning. Expect exciting, bespoke menus, top notch service and the highest quality ingredients. Our ethical & sustainable food practices mean we support our hard-working British farmers & source local produce where possible, whilst ensuring food waste is at its absolute minimum.

Get in touch and start your journey with us...

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THE SUSTAINABLE EVENT GUIDE

Welcome to the 2025 edition of the Sustainable Event Guide, brought to you by Event Industry News. Sustainability is no longer a trend; it's a necessity. As environmental responsibility becomes a top priority across the events industry, organisers, venues, and suppliers must work together to create impactful experiences with minimal ecological impact.

This year's guide is designed to be your practical resource for planning greener events. From reducing carbon footprints and minimising waste to choosing sustainable venues and catering, we provide actionable insights to help you make responsible choices at every stage of event planning.

New for 2025, we are also showcasing leading suppliers offering eco-conscious solutions—from renewable energy-powered staging and biodegradable materials to carbon-neutral transport options and sustainable event tech. By collaborating with these forward-thinking providers, event professionals can integrate sustainability seamlessly while maintaining high-quality experiences for attendees.

As regulations tighten and expectations rise, the 2025 Sustainable Event Guide equips you with the knowledge and tools to stay ahead. Whether you're planning a local seminar or an international expo, let's work together to build a more sustainable future—one event at a time.



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Imageco is one of the UK's leading companies in the wide-format print and signage sector.

We deliver unparalleled quality service with one of the largest sustainable print product portfolios.

From our Leeds-based facility, we supply an international client base with high-quality, environmentally-conscious print and build services.

Over the years, we are proud to have received a number of prestigious awards and accreditations which truly highlight our services and what we do best here at Imageco.

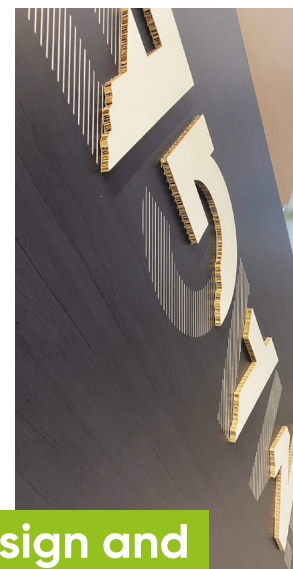


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At Imageco, we're green to the core. We are committed to sustainable change and strive for a greener future in the wide format print sector. We are leading the way in sustainable wide-format printing and we hope to inspire others to follow suit.

- ⌘ **We host an extensive range of eco-friendly materials.**
- ⌘ **Use less carbon-intensive production methods.**
- ⌘ **Implemented a zero-landfill policy.**
- ⌘ **Committed to track our carbon and environmental footprint.**
- ⌘ **Carbon offset through our partnership with the Yorkshire Dales Millennium Trust.**



We implement design and innovation to reduce our environmental impact



Summer Parties 2025: Sustainable Celebrations at BMA House

BMA House, the iconic events venue in Bloomsbury, is set to elevate summer celebrations in 2025 with its vibrant Summer Food Festival event theming. This carefully curated offering blends sustainability, creativity, and seamless planning to create memorable experiences for every guest.

Central to the festival offering is a focus on exceptional food, with menus designed to delight and inspire. Guests can enjoy vegan Indian street food, dhokla, samosa chaat, and the ever-popular Dirty Hot Dogs. Exclusive offerings like artisan arancini and fresh pizzas enhance the culinary experience in the venue's Courtyard. Seasonal cocktails, mocktails, and locally brewed beers provide refreshing options, ensuring a perfect pairing with the food.

Entertainment is just as thoughtfully planned, featuring summer games, festival tunes echoing around the Courtyard's iconic fountain, and customisable add-ons such as DJs, magicians, caricaturists, and photo booths. These elements combine to create immersive experiences that bring people together while fostering a spirit of joy and collaboration.

The spaces themselves are designed for versatility and comfort. The Courtyard can host up to 320 guests, while the serene Garden accommodates 90. Indoor spaces complement these outdoor areas, ensuring flexibility for any weather conditions. Recent upgrades, including eco-friendly decor and wireless uplighters, demonstrate BMA House's commitment to sustainability and modern functionality.

Sustainability is at the heart of this summer offering. As a multi-award-winning venue for eco-conscious practices, BMA House ensures every detail aligns with its green values. Locally sourced ingredients, waste-minimising efforts, and partnerships with British farmers underpin the festival offering's culinary approach. Guests can enjoy their celebrations knowing they're supporting an environmentally responsible venue.



"The Summer Food Festival theme embodies everything we stand for – sustainability, community, and unforgettable experiences," says Venue Manager, Hannah Robinson.

Conveniently located near Euston, King's Cross, and Russell Square stations, BMA House is easily accessible for guests travelling from across London and beyond. Packages start at £122 per guest, offering comprehensive planning, state-of-the-art facilities, and security to guarantee an exceptional experience.

With its blend of historical charm and forward-thinking practices, BMA House continues to set the standard for sustainable events. For those looking to host a summer celebration that's as memorable as it is eco-friendly, the 2025 Summer Food Festival theme promises to deliver.



BMA HOUSE
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BUILD EVENTS. SHAPE LEGACIES. TRANSFORM OUR INDUSTRY.

Sustainability Without Compromise

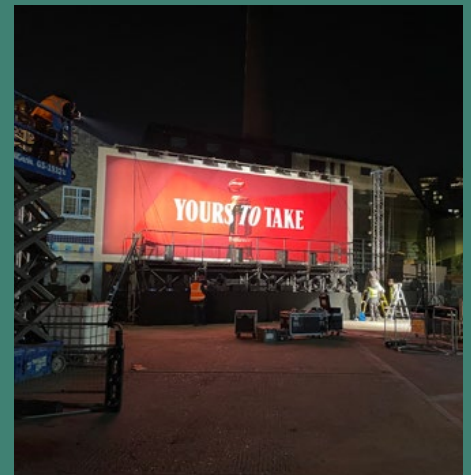
At Better Green Productions (BGP), we don't just produce world-class event builds—we ensure we create lasting community and industry change. Alongside 26 years of experience, we aim to change the narrative of our wasteful industry to lasting positive impact, whilst delivering live events, festivals, pop-ups, exhibitions, and venue builds.

The message to clients is clear.

"The more we do for you, the more we can do for the planet and those in need."

– Dee Parsons, Co-founder

Innovation, impact, and sustainability—every project supports real-world change, reducing waste, offsetting carbon, and empowering small local and global communities. Your activation is an opportunity to leave a lasting legacy while making a powerful impact for your brand.



BUILDING

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For Festival Icons

Pepsi Max Tower, Strongbow, Thayers, Rockstar, Bulmers, Johnny Walker.

Brand Power

Guinness Raising the Bar (500 UK pubs supported).

Major Events & Productions

Global Stages Eurovision, RHS Chelsea Flower Show, COP23 (UN Climate Change Conference), UCI Cycling World Championships, Longines Global Champions Tour, Birmingham Commonwealth Games 2022, Rugby World Cup 2015.

Trusted by Leading Brands

Charlotte Tilbury, Smirnoff, Diageo, ING, Accolade Wines, Mirabeau.

LEGACY



16,795 Trees Planted

Plus 64 families supported via Trees4Trees

6,058 Trees Funded

250.34 tCO2e avoided,
150m² of habitat restored with Ecologi

[View Our Ecologi Stats](#)

ZERO Waste to Landfill

Full recycling & circular economy policies

Full Sustainability Reports

Know exactly how your event is making a difference

Your Impact Report as a Better Green Client

When you, a client, sign off on a BGP project, we will calculate how many trees are needed to offset as much of the production and activation as possible:

1. Post-event, within days, we will send you a certificate for the number of trees/funding sent on your behalf, with funding coming directly from our margin.
2. Your certificate will contain a QR code. Once scanned, it will show how many trees have been contributed on a map showing exactly where these trees are planted.

3. Regular clients will receive updates, photos and messages from those who benefit directly through your BGP-awarded projects or contracts. Here is an example of this:



CASE STUDY

Farmer Abah Dayat: Growing a Legacy

At 70, Abah Dayat continues to work his 2,800 m² farm in Citaman Village, Bandung. Traditionally, he has grown cassava, corn, and tobacco, but his crops struggled under the intense equatorial sun. In 2022, he joined the Trees4Trees programme, transforming his land with shade trees that improved soil moisture, air quality, and crop yields.

Using organic fertilisers, he's helped rejuvenate the Citarik sub-watershed, supported local ecosystems, and boosted ecotourism, drawing 100+ weekend visitors. With support from BGP & Trees4Trees, Abah sees these trees as an investment in a sustainable future for his family.

Joining the Mission for Community Empowerment

Choosing BGP means joining a mission to educate, empower, and uplift both local and global communities:

ShowerBox (UK)

Founded by Sarah Lamptey in 2019, ShowerBox provides hot showers and dignity to the homeless and hidden homeless. BGP co-funds the renovation of new units in London and Birmingham and provides regular annual support.

Start Small (Kenya)

Since 2022, BGP has directly supported Start Small, a charity that empowers at-risk youth in Nakuru, Kenya, through school sponsorship and safe housing. Support has included new vans, small business mentorship, Christmas parties and gift drives.

Isle of Wight Youth Trust (UK)

Supporting mental health and wellbeing for children and young people aged 5-25 on the Isle of Wight, providing counselling, therapy, and group support.

New Horizon Youth Centre (UK)

Helping homeless youths aged 16-24 in London reintegrate into society, New Horizon Youth Centre offers vital support and resources and regular mentorship through sports programming.

Home-Start Guildford (UK)

A community network supporting vulnerable families with young children in Guildford, helping them overcome challenges such as sickness, disability, and domestic abuse. We also sponsor their annual ball.

Faron Paul's Faz Amnesty (UK)

Led by anti-knife crime advocate Faron Alex Paul, Faz Amnesty works to reduce youth violence, with BGP funding events and a weapon collection van fundraiser.

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Get Serious on Sustainability

Brand Experience can be Sustainable. 2Heads talk through the secrets to eco-conscious events.

At first glance, tackling the sustainable events conundrum can seem like climbing a mountain. But just like climbing a mountain, success is all about individual steps and having a good guide to help.

2Heads has delivered some of the most award-winning sustainable events projects in recent times for brands across a range of industries and believe creating a successful experience with a green conscience is all in the planning.

Take our recent work with the De Beers Group and their 'Building Forever' campaign. As an industry pioneer, the De Beers Group believe it is their responsibility to help protect the natural world, and to ensure their diamonds give back to the communities where they are discovered. De Beers call their commitment Building Forever, a holistic and integrated approach for creating a better future.

Their challenge to 2Heads was to create a campaign that placed the 'Building Forever' commitment at the heart of every experience and used the best in sustainable solutions to share their key message with both the industry and around the world.

2Heads drew on multiple services across the agency to turn challenges into creative solutions that could address the De Beers Group campaign needs alongside their sustainability ambitions:

Carbon Accounting and Offsetting

Understand critical areas of carbon impact across your event ecosystem, devise solutions to mitigate the peaks and account for the impact when creating a plan to offset.

Eco-Conscious Environment Design

Use the principles of the circular economy to reduce material impact, design with reuse in mind and become aware of the most cutting-edge event substrates available today.

Engagement Through Tech

Design experiences with the latest creative technologies baked in to ensure maximum reach and engagement while limited carbon-costly logistics.

Sustainable Material sourcing

Eliminate waste and pollution where possible and develop the whole environment with green materials that can either be reused or recycled. From carbon-positive flooring to solvent-free paints, we utilise a wide catalogue of resources to complement the design.

As proven by the success of the De Beers campaign, sustainability and brand experience can go hand in hand as they both require a creative, multi-disciplinary approach. We drew on our extensive experience in agnostic environmental design facilitated with a localised sourcing strategy to create the integrity of De Beers' solution. Our digital and content teams generated content and brand immersion through imaginative event technologies. Each element was a small step that combined to make a big difference.

At 2Heads, we are passionate about driving towards a more sustainable events industry which is why we're offering free consultancy through our 'Serious on Sustainability' workshops for any client company that shares our mission.

Interested in knowing more, or attending your own SOS workshop, please contact Dan Hall on: danh@2heads.com

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Church House, located in the heart of Westminster, is a Grade II-listed, multi-purpose event and conference venue, hosting nearly 1,000 unique events each year. We seamlessly blend the beauty of English heritage with cutting-edge technology and sustainability, creating unforgettable experiences. In 2024, Church House achieved net-zero status—an incredible six years ahead of its target.

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AWARDED GREEN TOURISM
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LOCALLY SOURCED
INGREDIENTS

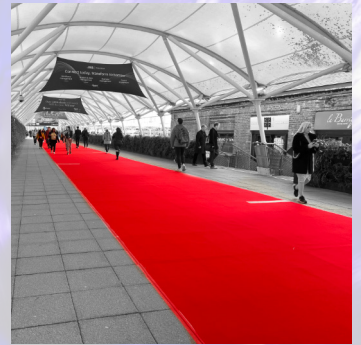
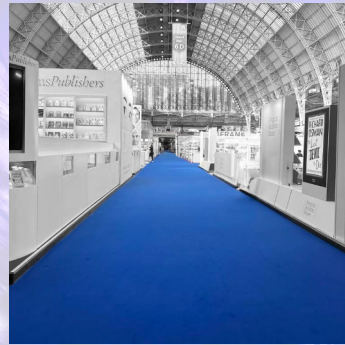
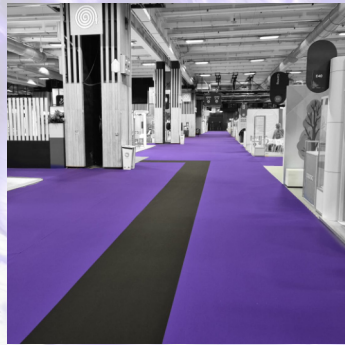
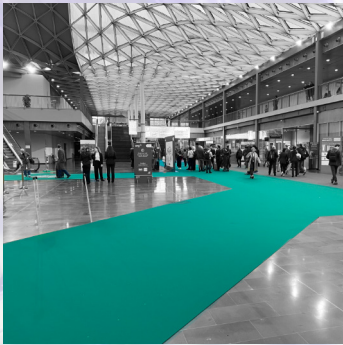
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ZERO

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We generate over 30% of our annual electricity needs through solar energy.



ENERGY



REDUCED EMISSIONS

We use HVO biofuel where possible to reduce temporary generator emissions by 90%.



REDUCE, REUSE,
RECYCLE



ZERO WASTE TO LANDFILL

98% of our waste is recycled and the remaining is converted to energy, with 0% going to landfill.



PARTNERSHIPS



SUSTAINABLY SOURCED FOOD

We reduce our food miles with locally sourced and seasonal ingredients. 100% of our disposable food packaging is either recyclable, biodegradable or compostable.



WELLBEING &
COMMUNITY



Farnborough International's commitment to a sustainable future for events.

Farnborough International is proud to support event organisers through its 'Destination Zero' commitment to being a leading sustainable business, events venue and organiser.

Collaborating with industry-leading supply partners and ongoing investments, Farnborough International aims to inspire and support its clients in achieving their own sustainability goals by offering more sustainable choices and support.

Encompassing its award-winning venue, Farnborough International Exhibition and Conference Centre, and internationally renowned event portfolio, Farnborough International already operates under sustainability best practices in the aim to operate with net zero carbon emissions and to deliver exceptional events and experiences for years to come.

It has recently invested £1 million in increasing its solar panel operation onsite. As part of the organisation's focus to get to net zero sooner through its energy consumption and sources, the new solar panel arrays, put in place by Empower Energy, occupy 5780sqm of space on the roof of its largest event space, Hall 1, the equivalent of 29 tennis courts.

The expanded system now produces over 1MW of usable electricity for the site on a sunny day, making the venue self-sufficient for some of its live events held in

Hall 1, including globally attended exhibitions, meetings and product launches. Following the instalment of the new technology, the venue also now generates more than 30% of its annual electricity needs via solar power. Alongside renewable energy, the venue also lowers its emissions by using HVO biofuel where possible to reduce temporary generator emissions by 90%.

In collaboration with its award-winning waste management partners, Farnborough International has been sending zero waste to landfill since 2014 with 98% of all its waste being recycled and the remaining 2% being converted to energy. The venue also is passionate about offering organisers sustainably sourced food, reducing food miles through locally sourced and seasonal ingredients. 100% of its disposable food packaging is either recyclable, biodegradable or compostable.

Find out more about how Farnborough International can offer a sustainable venue solution for your next event at farnborough.com/sustainability.



BIOHUB FARM:

Leading the Way in Sustainable Agriculture

Nestled in the heart of the Yorkshire countryside, The Biohub, part of RegenFarmCo, stands as a leading example of responsible agriculture. Recently recognised for its innovative farming approach, the Biohub was awarded the Mix Land Use Challenge Prize at the Royal Agricultural Society. This prestigious recognition underscores the farm's commitment to sustainable practices and its role as a trailblazer in regenerative farming.



The Biohub is the result of a collaborative effort, involving key partners such as Levy, QuornPro and landowners, Yorkshire Water. This partnership exemplifies how sustainable practices and cutting-edge farming techniques can drive positive change across industries. More than just a research facility, The Biohub operates as a living laboratory that explores the intersection of food production, environmental stewardship and human well-being. Through its pioneering regenerative farming model, the Biohub not only enhances the land but also fosters significant, lasting impacts on local communities and ecosystems.

The farm serves as a model for sustainable farming, with an emphasis on environmental techniques such as tree planting, agroforestry, hydrology, soil health, and vermiculture composting. These practices are integrated into the farm's operations to enhance productivity, improve biodiversity and support ecosystem resilience. The focus on tree planting and agroforestry promotes multi-functional landscapes that support both agriculture and natural habitats. In addition, our hydrology work ensures effective water management, while promoting soil health and vermiculture composting highlights organic waste recycling's role in enhancing fertility. Through this holistic approach, we aim to demonstrate how these techniques can be implemented on farms, providing valuable insights and inspiration for others to adopt sustainable practices.

Since the programme's inception, we have conducted over 200 workshops, engaging commercial partners, local farmers and communities. With recent funding from the AFN+ Network, we are expanding these workshops to further promote circular and regenerative

learning among stakeholders and volunteer groups. These sessions focus on practical, impact-driven strategies participants can apply within their contexts, with an emphasis on regenerative practices. By providing hands-on learning, we aim to inspire sustainable change and empower participants to create lasting, positive impacts on their environments.

Ultimately, The Biohub Farm is committed to fostering a future where agriculture and the environment thrive together. Through our focus on regenerative techniques, water management and education, we are helping to shape a world where sustainable practices are the norm, not the exception. Our commitment to innovation continues to deliver tangible, positive impacts for both people and the planet.

Dr. Vincent Walsh, Director of RegenFarmCo, is a prominent leader in supply chain innovation and large-scale decarbonisation programs, working with leading brands across multiple supply chains, materials, water, and farming. Renowned for his pioneering work in circular and regenerative practices, he possesses a robust academic background, underscored by a PhD in Biospheric Systems. Dr. Walsh blends theoretical expertise with hands-on experience as a farmer and entrepreneur, driving innovation across diverse sectors. His entrepreneurial spirit has led him to create successful food businesses and brands, leaving a lasting impact on the industry.

If you are interested in visiting the BioHub, please get in touch: info@regenfarmco.com

www.regenfarmco.com



How can Prisimm help your sustainable events journey?

Prisimm (formerly Allseated) **empowers** event leaders with **cutting-edge technologies** and immersive 3D event planning software to create the most unforgettable, **eco-friendly** experiences.

Market and Tour

Reduce carbon emissions with dynamic 3D virtual tours—minimize travel, showcase spaces efficiently, and eliminate environmental waste.

**You won battle #1—
They're on your site!**

Customize and Sell

Go fully digital with interactive proposals, 3D walkthroughs, and embedded media—no paper waste, just pure impact.

**Convert from "wow" to
"where do I sign?"**

Plan and Design

Cut material waste with digital floor plans and real-time collaboration, ensuring efficiency and fewer reworks.

**Sorry DaVinci—
There's a new genius in town.**



Download our **Sustainable Event Planning ebook** today

prisimm.com

A Guide to More Sustainable Events in 2025

The pressure is building. The event industry is at a turning point, and sustainability is no longer an option. Those who fail to adapt accordingly risk falling behind, in some cases to the point of significant loss.

The good news? Making your events more sustainable is achievable with some foresight and planning, helping boost your bottom line, build lasting relationships, and gain support from stakeholders and investors.

Below, we share a few of our best tips for creating smarter, greener events in 2025, without compromising on quality or profitability.

Tip 1 Set Clear Sustainability Goals

How do you want to improve your events this year? Do you want to reduce waste, lower carbon emissions, or cut down on energy usage? Setting clear sustainability goals will shape every decision you make!

The Prismm Advantage: Prismm's spatial design technology helps you visualize your event in dynamic 3D, allowing you to test different layouts, materials, and designs, to optimize sustainability from the start.

Tip 2 Make Sustainability Part of Venue Selection

Your event venue is one of the most important aspects for a lot of reasons, but it can also make or break your sustainability efforts. Choose to work with venues that focus on renewable energy and waste management for a more holistic approach to your sustainability goals.

The Prismm Advantage: Prismm's platform lets you explore venues virtually, allowing you to limit the number of site visits made by you and your vendors and reduce the carbon footprint of your event. Pair this approach with a sustainability-focused venue and you will truly reduce your impact.

Tip 3 Optimize Event Layouts

Event design and sustainability are closely intertwined, as design and floor planning decisions can impact everything from waste to energy usage – especially in summer and winter months.

The Prismm Advantage: Testing and adjusting your floorplan and design before the event with Prismm's digital twin technology lets you confidently plan the flow of the event. This can help avoid congestion at entrances/exits, which can help minimize the energy used to heat or cool a venue.

Tip 4 Minimize Food Waste

Food waste can pile up quickly at events, but with a little planning, it doesn't have to. Try to optimize your guest lists and catering orders as best as possible the day before the event.

The Prismm Advantage: Using Prismm's 3D collaboration tool, you can adjust everything from catering orders to tableware last minute, ensuring you only order what you truly need.

Looking Into 2025

At Prismm, we don't treat sustainability as an easy way to get ahead – we are more committed than ever to empowering venues and event professionals to plan, design, and execute greener events that make a lasting impact in 2025.

To learn more about the future of sustainable event planning, [download our free ebook, Top Trends in Sustainable Event Planning for 2025](#). 📖

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Turning Event Issues into Sustainability Wins

Being Sustainable in the events industry is an evolving challenge, especially when unexpected issues arise, or commitments aren't met as planned. At Chorus, we distinguish these in our sustainability efforts as Event Issues and Non-Conformities. These terms are not just labels but key drivers in our approach to continuous improvement.



Event Issues: Preplanned actions where unforeseen circumstances create unavoidable challenges (e.g., last-minute changes to transport or printing needs).

Non-Conformities: Planned provisions or commitments that are knowingly not adhered to (e.g., choosing a less sustainable material for cost reasons).

ISO 20121:2024 Framework: A Source of Inspiration

The tracking and reporting systems we have in place are inspired by the principles of ISO 20121:2024, which emphasizes transparency, accountability, and continuous improvement. We have aligned our reviews and policy with this global standard, ensuring that every step we take moves us closer to a sustainable future.

These encompass environmental, social, and economic impacts, including resource utilisation, emissions, community engagement, as well as local economic contributions.

The role of the tracking and reporting is not a blame game, it's a learning curve. Events move fast and we can't always plan and capture for everything especially with the lead times clients are now expecting.

How We Track and Respond to Event Issues and Non-Conformities

At Chorus, tracking sustainability challenges starts with maintaining a live log, noting issues and non-conformities similar to an accident book. Each point can be reported or captured by anyone of the project team with a prevention

and implementation plan agreed and noted. These entries are reviewed during project meetings, added to our client sustainability reports and discussed at our monthly Sustainability Roundtable, where team-wide collaboration helps identify trends and solutions.

The Senior Management team then takes this further by analysing the root causes of recurring issues. Insights from these discussions feed directly into our policies, informing key guides including our Sustainability Event Design Guide.

Measurable Impacts from Continuous Improvement

Our team are already benefiting from this process, speaking out and recording more and more insights and we should see significant results from this approach in 2025 including:

- **A percentage drop in total carbon footprint emissions**
- **A fall in waste per attendee, showcasing the effectiveness of circular procurement and post-event material recovery.**
- **Prevention of further issues and non-conformities on future projects**
- **Further education and learning legacy through our team and clients on how to deliver more sustainably**

At Chorus, we know that by addressing these challenges head-on and building these insights, even the smallest changes can lead to significant sustainability wins.



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At Evolution Dome we pride ourselves on supplying hassle-free, flexible, event services and solutions. For 14 years, we have had the pleasure of working with fantastic organisers delivering memorable and thrilling events around the world.

From exhibitions and conferences to music and fashion festivals, each event is fully tailored to accommodate the needs of our clients. Our structures meet the very highest safety regulations and are a great solution for those event organisers who are looking for a more sustainable option.

"We would recommend Evolution Dome without a moment's hesitation."

Head of Events, University of Reading

"We had a fantastic time working with Evolution Dome and can't wait to work with the guys again on future projects."

Conference Director, Many Hats



For more information and inspiration, visit our website **evolutiondome.com** or contact a member of the team today **+44 (0)1487 640640**.



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CAN THE EVENTS INDUSTRY COMMIT TO CARBON-FREE?

Can the events industry commit to carbon-free?

One of the biggest sustainable challenges facing events professionals is often cited as something out of their control – attendee travel. How do you grow attendee numbers, improve visitor experience and become more sustainable? The answer might be closer than you think.

According to sustainability consultancy TerraPass, the average conference attendee emits as much as 2,000 pounds of CO₂ per meeting. And whilst some of the environmental impact comes from show guides, sales and marketing materials and food wastage, the vast majority of carbon emissions come from air travel.

To counteract this, carbon offsetting for event organisers is becoming much more common with events such as Mobile World Congress and Event Tech Live offering attendees the opportunity to offset their emissions with a donation into projects that create clean renewable energy.

Alternatively, what if you could reduce your event or attendees' carbon emissions down to practically zero by removing the need to travel at all?

An interesting idea you say, but what if I have 1,000 plus delegates and we already struggle to get a conference room space for 30 people in our office?

It's a challenge Simply Health Professionals' senior team set its events team for its annual business strategy conference in 2019. The solution? Creating their

very own onsite events venue in their carpark in partnership with Evolution Dome.

Using six domes and a marquee to connect them all, Evolution Dome built a space that not only looked impressive, but meant the events team could work with as many local companies as possible reduce environmental impact and boost local businesses - both of which are important to the company.

Felicity Patterson, event and exhibitions project executive at the healthcare insurance provider, explained: "I think it's fair to say people had no idea what to expect when they were told the event was in the car park, but they were absolutely blown away by how unusual and unique the set up felt. Months on and it's still a real talking point in the office, it even made the local paper with a fantastic aerial image from the day! It's absolutely something we will look to repeat in the future."

Ash Austin, Director at Evolution Dome thinks this is a trend the events industry is likely to see continue "Now more than ever the industry and clients needs to think about sustainability. There are so many additional benefits of bringing the event to the office and if staff don't have to travel any further to get to the venue or stay overnight at a hotel, their carbon footprint is dramatically reduced. We love working with our clients and partners to help them conquer these challenges to create greener events for the good of their company and for the environment."

To find out more about Evolution Dome visit www.evolutiondome.com

A vision of how we can collaboratively transform sustainable event management

By Emmanuelle Clément, MBA

To transform sustainable event management collaboratively, we need to rethink how we plan, execute and measure events. Here's a vision of how various stakeholders can come together to create a more sustainable and impactful event culture:

1. Collaboration Among Stakeholders

- **Event Planners:** They should lead by designing events with sustainability at the core. This includes choosing sustainable venues, minimising waste and reducing the carbon footprint of travel and logistics. They also need to embed sustainability in the event's values and messaging.
- **Suppliers:** Suppliers can provide sustainable products, from catering services that focus on plant-based or locally sourced food to technology that reduces energy consumption. They can also minimise packaging waste, provide reusable options and use sustainable materials.
- **Attendees:** Engaging attendees in sustainability efforts is crucial. Whether it's encouraging digital over paper, offering incentives for carpooling or educating attendees about the importance of sustainability during the event, every participant's action can drive positive change.
- **Local Communities:** By partnering with local communities, event organisers can promote sustainability in terms of cultural preservation, local sourcing and minimising disruption. Involving the community ensures that the event supports long-term sustainable practices.

2. Circular Event Economy

- **Waste Reduction:** Emphasising zero-waste strategies like reusing materials, avoiding disposable items and implementing recycling stations at events.
- **Repurposing and Reuse:** Materials and decor from events could be reused for future events, shared with local organisations or donated to charities. The event can adopt a circular model where materials, decor, and even costumes or props have a second life.
- **Sustainable Merchandise:** Shifting from traditional swag bags to offering functional, long-lasting, and sustainable alternatives like reusable bottles, plantable products or event-related digital content.
-

3. Green Technology and Innovation

- **Virtual and Hybrid Events:** Embracing technology to offer hybrid events can significantly reduce the carbon footprint by minimising travel. Virtual components allow global participation while still reducing resource consumption.
- **Smart Technologies:** Using AI and data-driven tools to optimise energy use, reduce waste, and manage attendee flows can make events more resource-efficient.
- **Sustainable Event Apps:** Creating apps that allow attendees to track sustainability efforts, like transportation choices (e.g., carpooling or public transit) and waste management efforts during the event.

4. Education and Awareness

- **Workshops and Sessions on Sustainability:** Including dedicated sessions on environmental issues, such as climate change or the impact of waste in events will help create a culture of awareness and active participation.
- **Transparent Reporting:** Event organisers should commit to transparency regarding the sustainability impact of their events, offering insights into how waste was managed and what efforts were made to minimise environmental harm.

5. Certifications & Standards

- **Green Certifications:** Encouraging event venues and suppliers to earn sustainability certifications (e.g., ISO 20121, LEED, Green Key) helps provide a baseline for sustainable practices across the industry.
- **Sustainability Standards and Guidelines:** Creating industry standards for sustainability in event management, covering aspects like waste management, energy efficiency, water conservation, and transportation, allows for easy integration of sustainability into event planning.

6. Collaborative Partnerships & Community Engagement

- **Shared Resources:** Partnering with other events, organisations or businesses can help share resources, reducing waste and the duplication of efforts. For example, instead of each event buying single-use items, organisations can pool resources for reusable infrastructure.
- **Post-Event Community Engagement:** Ensuring that the community benefits beyond the event itself—whether through educational outreach, environmental projects or charitable donations—will extend the impact of the event’s sustainability initiatives.

7. Data-Driven Decision Making

- **Tracking & Measuring Impact:** By collecting data on energy usage, waste reduction, carbon emissions and attendee behaviour, event organisers can understand their impact and take steps to improve on future events. Data also provides a framework for accountability and encourages continuous improvement.

- **Feedback Loops:** Post-event surveys can include questions on how sustainable the event was and how participants feel about its environmental footprint, giving organisers actionable insights for future events.
- **By embracing collaboration, technological solutions and adopting circular and sustainable practices, we can collectively transform the way events are managed, leaving a positive legacy for the environment and society. This vision requires a concerted effort from all parties—organisers, suppliers, attendees and the community to ensure that sustainability is not just a buzzword but a practical and impactful part of the event experience.**



Emmanuelle
Clément,
MBA

Founder/Director

www.responsible.events



Top Sustainable Supplier:

BMA House Leads the Way in Eco-Conscious Events

BMA House, an architectural jewel in London's Bloomsbury district, has become synonymous with sustainable event planning. Combining historical grandeur with forward-thinking practices, the venue continues to raise the bar in eco-conscious operations, earning accolades like Gold accreditation with Green Tourism, Platinum ECOsmart status and most recently Gold at the London Venue Awards in the sustainability category.

One of BMA House's standout features when it comes to sustainability is its complimentary carbon calculator, developed in collaboration with Planet Mark. This innovative tool allows clients to measure and understand the environmental impact of their events, offering actionable insights to help reduce emissions. By providing this resource, BMA House empowers clients to make informed, sustainable choices.

Catering plays a central role in the venue's sustainability ethos. Working alongside Company of Cooks, BMA House offers menus crafted from seasonal, locally sourced ingredients. High-impact items like beef are excluded in favour of plant-based dishes and low-carbon alternatives. Surplus produce is creatively incorporated into meals, ensuring a zero-waste approach to food preparation.



The venue's commitment extends to its spaces, with recent refurbishments reflecting sustainable design principles. The Great Hall and Garden Room now feature eco-friendly materials, from carpets to furnishings, showcasing how heritage spaces can evolve without sacrificing their character.

Transportation is another key focus. Situated near major transport hubs, BMA House encourages green travel, offering delegates clean-air walking routes and promoting partnerships with eco-certified hotels for overnight stays.

The venue's goal of achieving carbon neutrality by 2030 underscores its commitment to sustainability. Having already reduced its carbon footprint by 69%, BMA House continues to inspire clients and peers alike with its dedication to environmental stewardship.

For organisations prioritising sustainability, BMA House offers an unparalleled blend of heritage, innovation, and eco-consciousness, setting the gold standard in event planning.



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Titanic Hotel Liverpool are committed to working in a sustainable way to help protect the environment through reducing waste, saving energy and water usage. We operate by a zero waste to landfill policy with a dedicated sustainable waste management system in place within the hotel and event spaces.

We are working towards becoming a Green Tourism Accredited member and are actively working to become more sustainable through our green committee action plans and quarterly community projects.

Plan your next sustainable event, whether it's a meeting, conference, dinner or wedding, ensure your event is one to remember at Titanic Hotel Liverpool.

For more information please contact our events team on 0151 482 5783 or email events@titanichotelliverpool.com

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- Full range of catering services
- Full blackout capability
- Vehicle access direct to event spaces
- Dedicated conference, exhibition and events team

West Bay

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- Vehicle access direct to event spaces
- Dedicated conference, exhibition and events team



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An innovation by  **Attendable** an inclusive events agency.



Shelton Fleming

Deliver intelligent experiences that are more sustainable, ethical, and inclusive

At Shelton Fleming, we know that truly impactful and forward focused events must integrate sustainability seamlessly into their DNA. By moving beyond superficial gestures, we create intelligent experiences that drive positive change and deliver lasting value. We help our clients integrate sustainability through strategic planning, innovative technology, and an informed commitment to ethical, inclusive, and environmentally responsible practices.

Dedicated to sustainability

isla.



Recent awards include

EVCOM
Environmental
Impact 2024

 **event
technology
awards**
Best use of
AI 2024



Embracing the three pillars of sustainability

We understand the significance – and the criticality – of the three pillars of sustainability. Environmental. Social. Economic. In our estimation, these are inseparable. They must be balanced and harmonious to enable responsible growth, ensuring that business success aligns with ethical and sustainable practices.

The intelligent experiences we create demonstrate our commitment to enabling truly sustainable solutions. Solutions that are measurable, low-impact, inclusive, and ethically profitable.

Building your long term sustainable profile

At Shelton Fleming we advise our clients on sustainable materials, processes, and solutions. But we also measure the carbon footprint of events, providing detailed impact reports that highlight sustainability efforts and key areas for improvement.

Most importantly, we work with our clients to build their sustainable profile longer term. We help them meet their responsibilities to regional and national

sustainability legislation. By tracking, tracing, and analysing data, we empower our clients to make informed decisions. Drive innovation in sustainable event design. And lead the industry toward a more responsible future.

Creating intelligent experiences together

At Shelton Fleming, we're constantly developing our knowledge, sharing our expertise, and collaborating to co-create seamlessly sustainable solutions. We actively embrace new technologies that enhance performance and process efficiencies. Because working with Shelton Fleming delivers not only commercial benefits, but also the reputational benefits of building your sustainable profile longer term.

Let's discuss partnering to create intelligent experiences that build your brand, while seamlessly integrating sustainability.

Visit www.sheltonfleming.com/sustainability to learn more.

Zero-Waste, *Maximum Impact:* Rethinking Event Gifting

By Jordan *Kaye*
Analog



For decades, event gifting has often meant disposable swag, flashy packaging, and giveaways that are quickly forgotten—or worse, end up in landfills. But in an age where sustainability is a pressing priority, event planners and corporate brands are being challenged to rethink the way they approach gifting. After all, how can you honor an occasion, represent your brand, and leave a lasting impression without leaving a massive environmental footprint?

The answer lies in *moving from abundance* to authenticity and *crafting zero-waste* gifting experiences that go beyond the ordinary.

The Shift Toward Sustainable Gifting

Event planners and marketers have long understood the importance of gifting as a tool for creating connections, enhancing experiences, and showing gratitude. However, today's audiences—especially corporate attendees and socially conscious influencers—are seeking more than just “stuff.” They want gifts with intention, authenticity, and impact. The emphasis is no longer on volume, but on creating meaningful moments and experiences.

By blending thoughtful curation, design, and sustainability, event gifting can become an extension of a brand's values and purpose instead of a disconnected afterthought.

Sustainable Gifting Strategies That Make an Impact

Transforming your gifting strategy doesn't require reinventing the wheel—it just requires a more intentional approach. Here are five key strategies to create memorable, sustainable gifting experiences that resonate long after the unboxing moment.

1. Authenticity Over Abundance

Mass-produced trinkets and throwaway swag are relics of the past. Instead of opting for giveaways that feel generic, focus on high-quality and purposeful items that align with the values of your brand and the lifestyle of your recipients.

For example, instead of handing out branded water bottles that guests may already own, consider curating gifts like reusable bar carts or elegant keepsake decor that reflect your brand's story. A bespoke item with meaningful functionality adds charm and long-term value in ways a trendy, ephemeral gadget simply can't.

2. Personalization with Purpose

A gift feels far more special when it's tailored to the recipient. Personalization goes beyond adding a name or initials; it's about curating items that will organically integrate into the recipient's life.

Think about crafting functional, everyday pieces—like artisanal coffee sets or handcrafted tableware—that recipients will cherish and display. These serve as long-term touchpoints for your brand while reducing waste caused by unwanted disposable items.

For example, imagine creating a gift box that includes local, sustainable products your recipients can use again—like handmade soy candles or ethically sourced wine. The goal is for the item to be more than a one-time gesture; it should tell a story and create a memorable experience.

3. Experience-Driven, Not Product-Driven

Sometimes, the most impactful gift isn't a product at all—it's the experience surrounding it. Instead of sending out pre-packaged kits, consider crafting immersive, waste-conscious moments that evoke deep emotions and excite the senses.

For instance, Analog Events once redefined gifting for Downton Abbey by curating bespoke dinner-party watch-party kits inspired by the South of France. These included vintage decor items, thoughtful menus, and even playful elements like a retro badminton set. Such immersive experiences not only eliminate

unnecessary packaging but also create content-worthy memories that resonate far beyond the event.

Experiences that engage recipients on an emotional level result in more value and impact than even the most luxurious product alone.

4. Less Packaging, More Storytelling

Packaging is another area where gifting often generates unnecessary waste. Break free from excessive packaging by designing multi-functional presentation elements that hold meaning beyond the unboxing moment.

For example, replace the standard gift box with beautiful, reusable storage solutions like baskets, trays, or vintage-style bar carts. These can be used as decor or storage, extending their lifespan and reinforcing your brand's commitment to sustainability.

Additionally, weaving storytelling into your gifting presentation adds another layer of impact. A handwritten note that shares the origin of a gift or the process behind its creation can transform the experience into one of meaningful connection.

5. From Gifting to Legacy

When curating event gifts, it's important to consider their longevity. Ask yourself one essential question during the selection process: “Will this still bring value to the recipient a year from now?”

Thoughtfully curated gifts—such as artful decor, timeless tableware, or ethically crafted fashion pieces—create a ripple effect of sustainability. Recipients are likely to use and cherish these items for years to come.

This moves event gifting away from the disposable “swag” mentality and into a realm where gifts act as legacies. Not only do they leave a lasting impression, but they also reflect positively on your brand and its values.

The Key to Lasting Impact

Sustainable gifting isn't just about doing less harm—it's about doing more good. By taking the time to create authentic, personalized, and experience-driven gifts, brands and event planners can elevate their strategy while fostering positive outcomes for attendees, communities, and the planet.

Making gifting a zero-waste experience highlights your responsibility toward the environment and your audience while ensuring your efforts stand out in a meaningful way.

Elevate Your Gifting Strategy

At its core, rethinking event gifting is about creating moments, building bridges, and telling shared stories. And isn't that what events are all about?

If you're ready to redefine your gifting approach and create impactful, sustainable experiences, we'd love to support you. Reach out today to discuss how our strategies can help your events make a lasting impression—without compromising on sustainability.

Start gifting with purpose and impact. Make every moment count.

Analog



We build events, sustainably.

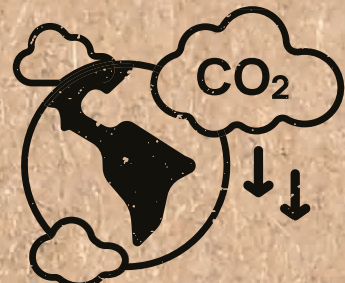
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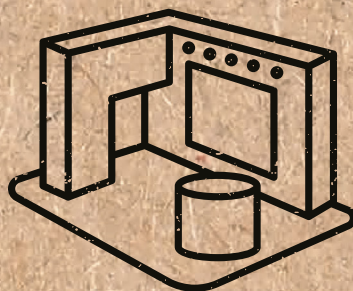
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ESG Sustainability Briefing

“There is no doubt that this is a conversation that is evolving and gathering pace; this can only be a good thing, and at GES we see it as our role to help continue this momentum,” Kate Holliday, Head of ESG, GES.

This is not always easy, whilst we endeavour to be ambitious in our plans to reduce our environmental impact, create positive social and community legacies, and support our industry to put in place checks and balances for quality ESG behaviours, it's easy to get lost in the scramble.

That's why we've taken a data-led approach. A longer one, but hopefully with more meaning, and more positive results on the other side. We launched last year our Progress Report which shared our findings and hinted at some of the actions we have taken, alongside our partners.

We'll continue to report on these, and share more as we make progress, and encourage our customers to 'watch this space' for more from GES in this regard.

However, in the meantime, we've been backing the industry's conversation that has seen us move beyond just environmental impact, to embrace legacy. This is a subject close to my heart and one that has been widely embraced by everyone at GES. I see this as crucial, I have

recently been asked to speak at some of our industry events, and amongst these audiences it is quickly materialising as both a major opportunity for our events to give back to the many communities we serve, but to also give new meaning to what we do, both protecting and stabilising our long term future. In short, an event with purpose, has bigger impact, larger returns, and is harder to cancel.

We recently secured a partnership with The National Housing Project, where we're working with them to support skills development, mentoring and employment opportunities within the events industry. This is just one example of myriad I have seen across the industry. These initiatives matter because they add value and meaning to the events they serve.

It's for this reason that I feel positive about the future of events and our ability to take action. At GES we're doing our bit to not only boost this momentum, but to share ideas, and learn off others as we go.

The Event Industry's Green Future: Why Community is Key

By Michele Fox, Founder of MUSE

(Members United for Sustainable Events)



Sustainability in events isn't a solo act—it's a team effort. The most successful sustainable events happen when we collaborate, share resources, and problem-solve together. By building a strong community of event professionals, vendors, and stakeholders, we amplify impact, accelerate innovation, and make sustainability more practical and achievable.

Too often, event organizers try to take on sustainability alone, facing budget constraints, limited resources, and unnecessary trial and error. The reality? No one has to do this alone.

The best way to move forward is together—exchanging knowledge and making sustainability scalable for events of all sizes.

The Power of Community in Sustainable Events

Producing a sustainable event takes expertise, creativity, and collaboration. Across the event sector, professionals are joining membership organizations, industry alliances, and informal networks to share best practices, connect with sustainable suppliers, and reduce environmental impact. These communities create spaces where organizers, consultants, and vendors can learn from one another and find real-world solutions to sustainability challenges.

The event industry is powered by specialists—AV teams, caterers, fabricators, and more—each playing a critical role in crafting seamless experiences. They also have the opportunity to embed sustainability into their work. AV teams can use battery-operated generators, caterers can minimize food waste and source locally, fabricators can prioritize reusable materials, and graphic designers can opt for non-toxic inks. When each expert integrates sustainable practices within their specialty, the entire event becomes more responsible without compromising creativity or quality—often with the added benefit of cost savings or a cost-neutral approach.

Beyond Sustainability: Creating a Thriving Community

When event professionals collaborate on sustainability, it goes beyond reducing waste or emissions—it strengthens the industry. Events bring people together, and sustainability should do the same. That's why I founded MUSE (Members United for Sustainable Events), to create a space where event professionals, suppliers, and consultants based in the USA can share resources and collectively push the industry forward.

Sustainability is about finding solutions that work for people, the planet, and business goals. Organizations like MUSE and other sustainability-driven networks help event professionals by providing:

- **Education and leadership in sustainable event management.**
- **Resources and tools to integrate sustainability seamlessly.**
- **A network of professionals who collaborate to share knowledge and solutions.**

Innovation Through Community

As the founder of MUSE, I've seen firsthand the incredible innovations shaping sustainable events, thanks to the knowledge and creativity of our members. I've learned about certified home compostable cups, event structures made from repurposed shipping containers, reusable event cup systems, and more. Our community constantly exchanges ideas, and every member meeting offers new solutions to make events more responsible and efficient.

Building MUSE has reshaped how I approach event planning—there's always something new to learn, and the best part? We have fun doing it. Sustainability doesn't have to be daunting when you're part of a passionate, collaborative, and innovative community.

Sustainability is a Team Effort

At the end of the day, sustainable event production isn't just about cutting emissions or reducing waste—it's about the people who make it happen. No one has all the answers, but together, we can create events that are not only unforgettable but also responsible. The future of the event industry is green, and it's up to all of us to make it happen.



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Download our free 10-step Guide to Becoming a Leader in Sustainable Events.

Designed for event agencies, brands, in-house teams and event service businesses. It will help to demonstrate your commitment to lowering your environmental impact, with clear actionable next steps that really make a provable difference.



The Secret Ingredient in Turning Your Net-Zero Ambitions from Talk into Action



The events industry has made great strides toward sustainability, but many organisations still struggle to translate ambition into meaningful action. It's easy to make pledges - "We're committed to Net-Zero," "We use eco-friendly materials where possible," "We've joined a sustainability pledge" - but these commitments only hold value if they lead to real change. That's why we wanted to share what we've found to be the missing ingredient when it comes to fast-tracking progress; a well-structured **Net-Zero roadmap**.

Introducing: the Net-Zero Roadmap

In a nutshell it's a concise strategic plan that clearly outlines how your organisation will halve carbon emissions by 2030, as the first step to achieving Net-Zero by 2050 or sooner. Usually presented in graph form, it demonstrates the concrete measures your organisation plans to take to reduce your environmental impact in line with global targets. We consider them the gold standard when assessing an organisation's true commitment to sustainability.



Ben Quarrell is from Sustainability Simplified. As consultants with a background in delivering

world class shows, they understand the pressures of the event industry. They work with event agencies and organisers to develop tailored solutions that fit your unique operations, translating complex sustainability data into actionable steps, to ensure you meet reduction targets whilst your event teams thrive. If you want to move beyond talk and take real action, get in touch to discuss how they can help.

Ben@sustainabilitysimplified.co.uk.

What Makes an Effective Net-Zero Roadmap

Not all Net-Zero roadmaps are created equal. Some companies set vague or over-arching reduction targets without specific plans to achieve them. A good roadmap is built on a detailed carbon footprint analysis and scenario planning to show which choices will **actually reduce your emissions** in relation to the **specific events you deliver**. It also specifies when your organisation plans to phase in each action.

Changes might seem small in isolation, but when built into a comprehensive plan, they can drive significant impact. Highlighting the carbon reduction of each decision, it can help leverage buy-in from clients, suppliers, staff and stakeholders.

A strong roadmap will:

- ✓ Be **unique** to your specific business
- ✓ Align with your **operations** and **supply chain**
- ✓ Define **measurable** carbon reduction targets
- ✓ A clear **timeline** with accountability
- ✓ Identify **specific actions**
- ✓ Detail **specific carbon reductions**
- ✓ Enable **data-driven decision-making** to ensure progress that's right for your business.

Are you Roadmap-Ready?

Each organisation is different and will be at a different stage in the sustainability journey. You might be ready for your Net-Zero roadmap, or you might be just starting work and need support in gathering data efficiently or implementing quick wins. Have a look at the **free 10 step guide to becoming a leader in sustainable events**; it's written in plain and clear English so you can see where you think you are and what your next steps could be.



DESIGNING & BUILDING SUSTAINABLE EVENT DÉCOR.

Can it be done?

Decordia is a Manchester-based event design and fabrication company specializing in creating décor for music festivals. As a supplier to the festival industry, we contribute to the 100,000 tonnes of waste generated annually by festivals in the UK. (Source Ecobooth)

Can we rethink the way we design and build to ensure we aren't adding to the colossal quantity of waste? We think so!

Our initial design stage is to look at what's sitting in storage, and reusing materials from set items that are no longer needed and dismantling them to minimize the need for new raw materials. We also love designing multiple shows simultaneously, as we ensure offcuts from one project are repurposed for another, maximizing material use. For example, timber offcuts from some 1m wide pillars from one show were used for 20cm wide light-up cladding on a bandstand in another.



Another key part of our design process is to design sets or signage as modular components, much like the way we build for touring theatre, that can be easily bolted together, dismantled, stored upright, and kept in good condition for future use. This approach reduces damage, minimizes waste, and ensures the sets last for years. For example, some of the signage we made for Parklife is 10 years old and still in great condition due to proper construction and storage.

When we get to the build, and if we do need to buy a reduced amount of timber, we source FSC-certified timber from a local suppliers and encourage the workshop team to use offcuts before ordering new materials. They have also been reusing screws for over four years, this keeps our costs down and ensures we aren't leaving screws lying around greenfield sites, or in a bin!

The next stage in our build process is our biggest challenge, ensuring the longevity of materials. We replaced our trusted polyurethane varnish with a VOC- and solvent-free alternative from Lakeland Paints in 2023, after a six-month testing period discovered that although it takes longer to dry and is more expensive, this environmentally friendly option helps extend the lifespan of their sets, and also protects the water ecosystem from harmful chemicals.



In the final build stage, the team handles all sets with great care, ensuring nothing is dropped or damaged. We take precautions like keeping materials off damp grass before installation and working in teams with strong communication to protect the integrity of each piece. This attention to detail helps ensure the sets can be reused year after year, meaning fewer and fewer pieces reach their end-of-life, and we reduce our contribution to Festival waste.

Cordelia Ashwell - Founder



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LUXEM



Nestled in the heart of Europe, the European Convention Center Luxembourg (ECCL) stands as a beacon of sustainability and innovation in the event hosting industry. As the only Convention Center in Luxembourg, ECCL seamlessly blends state-of-the-art facilities with a strong commitment to environmental responsibility, making it the ideal venue for eco-conscious events.

A Certified Green Venue

ECCL's dedication to sustainability is evident through its comprehensive environmental initiatives. The venue is actively working towards obtaining an eco-friendly certification, reflecting its commitment to continuous improvement in environmental performance.

Energy and Water Efficiency

Committed to reducing energy and water consumption, ECCL adheres to local regulations and has implemented measures to ensure efficient resource use.

Eco-Friendly Catering

ECCL's exclusive in-house caterer, Sodexo, holds ISO 14001 certification and is committed to sustainability and quality. They prioritize sourcing local and seasonal ingredients, minimize food waste through careful menu planning, provide reusable cutlery and tableware to reduce single-use plastics, offer a variety of vegetarian options, and maintain transparency regarding the origin and quality of their products.

Waste Management

ECCL has designed a waste management system aimed at minimizing waste production and promoting recycling. In our foyers, participants are encouraged to actively sort their waste into three categories: paper, plastic, and residual waste.

Accessibility and Green Mobility

Located in Luxembourg's business district, ECCL is easily accessible thanks to the country's free public transportation system. The venue is certified by EureWelcome, meeting the specific needs of participants with reduced mobility.

Your Sustainable Event Partner

Choosing ECCL means selecting a venue that aligns with your green values. Whether hosting international summits, corporate conferences, or eco-responsible exhibitions, ECCL ensures an exceptional and sustainable event experience in an iconic setting.

Join us in shaping the future of sustainable events - Welcome to ECCL!



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Risk: Identifying and managing sustainability related risks.

Impact: Measuring and analysing the environmental and social effects of operations.

Purpose: Aligning actions with purpose-driven goals for meaningful change.

Track: Engaging users through interactive dashboards.

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bossapp.global.com



How BOSS is Revolutionising Sustainability Tracking for Event Professionals

One major challenge for event professionals is the lack of a structured system for tracking the environmental and social impact of their projects. From carbon emissions to local community controls, there has never been an effective tool to help organisers measure their outcomes accurately.

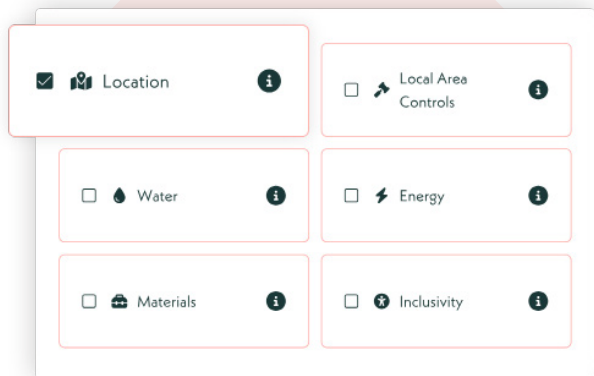
Over the past two years, Syntiro Associates has developed BOSS (Best Overall Sustainable Solution), a direct response to these industry challenges. We rigorously tested the platform with over 80 event professionals, ensuring its ready for the masses. Following this extensive testing, BOSS was launched.

Since then, we've been using BOSS with clients, and the results speak for themselves — improved client satisfaction, increased retention, and better insights into our overall environmental impact. BOSS integrates with existing systems and aligns with nationally recognised bodies, strengthening our reporting capabilities.

Whatever your sustainability strategy is, ensure your efforts are credible, accurate, and free from greenwashing. Check out some other companies that have also used BOSS:

DRPG

"We've been user testing BOSS as an early adopter for over two years, and it's now an essential part of our client budgets and project lifecycle. The platform is intuitive, and its live dashboard enables us to make real-time adjustments throughout the project — not just as an afterthought. This proactive approach has allowed us to consistently improve outcomes and recommend valuable suggestions to clients as their projects evolve."



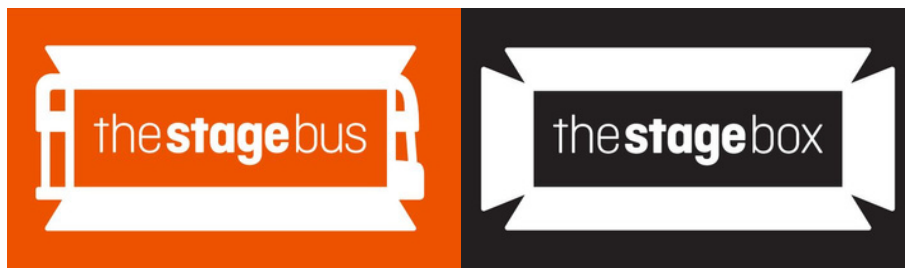
Ivory

"Ivory has been using BOSS as a methodology for nearly five years. We like it because it follows a 'SMART' approach, focusing on action and outcomes rather than measurement for measurement's sake. This allows us to concentrate on the aspects of an event that truly matter from a sustainability perspective. It's easy to use, and the dashboard gives our users clear insights into their progress."

Sledge

"BOSS has had a hugely positive impact on our operational process, and it's something we're proud to share with our valued clients. The tool was easy to integrate into our existing processes and has transformed the way our team approaches project planning. BOSS is used throughout the entire project lifecycle, enhancing our work with the supply chain, improving sustainable solutions for clients, and ensuring we bring our sustainability goals to life."





Innovative solar-powered mobile stages



Need a mobile stage?

The Stage Bus is a stage hire company with a difference - all of their stages are solar-powered! Designed by a team of skilled in-house engineers, TSB creates mobile stages with efficiency in mind and all of their units come fully-integrated with light, PA and sound system - this means no time-consuming on site builds or breakdowns. With a fleet of eight stages of varying sizes, The Stage Bus are able to provide mobile staging for all kinds of outdoor events.



www.thestagebus.com // info@thestagebus.com // 0121 585 9264



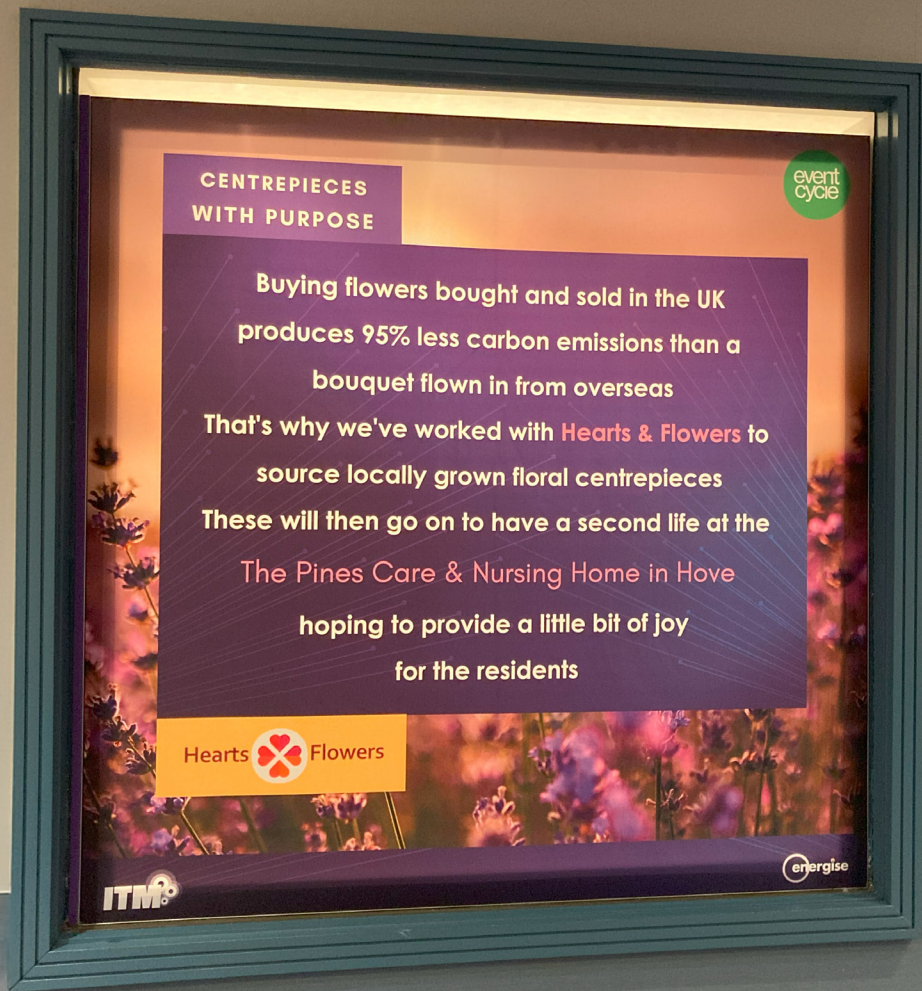
The Stage Bus

Sustainability isn't just a fashionable fad for Birmingham-based mobile stage company The Stage Bus – they've been running their ingenious stages using the power of the Sun for over a decade and have been at the forefront of making events greener whilst everyone else was still catching up!

The small, independent company now boasts a fleet of eight mobile stages of varying capacities and as well as being solar-powered, they have been engineered with the environment in mind. Designed to be super-efficient, The Stage Bus stages arrive in one vehicle and need just one crew member to set up. In comparison, the competition will typically need up to four vehicles to transport a stage on site, saving on average 9000 litres of transport fuel per year – that's 24,000 KG of CO2 fuel saved. As well as being environmentally efficient, the stages are also time efficient – needing around an hour to set up and the same time to pack away.



To find out more,
visit their website at
www.thestagebus.com
or drop their friendly sales
team a call on
0121 585 9264.



Innovating Events: Blending Sustainability and Social Value

Empowering Communities and Protecting the Planet: Event Cycle's Approach to impactful Events





The events industry is gradually expanding its focus from environmental sustainability to include social impact initiatives. The three-year partnership between the Institute of Travel Management (ITM) and Event Cycle demonstrates how events can effectively integrate both these elements, creating meaningful change in local communities while maintaining environmental responsibility.

This long-term collaboration has transformed the annual ITM Conference from a traditional event format into one that weaves together community impact, sustainability, and engaging delegate experiences. Starting in Birmingham in 2022, the partnership began by addressing fundamental sustainability challenges, successfully repurposing over 500 lanyards, 200 water bottles and several graphic backdrops while ensuring edible plant centerpieces found new homes in community garden spaces.

The partnership expanded in Brighton in 2023, where social impact took centre stage. Working with Hearts & Flowers, a local ethical floristry business, conference attendees participated in ice breaking style workshops creating sustainable centerpieces using locally grown flowers. They were educated on low-impact blooms whilst creating the displays for use at the evening dinner. These arrangements later enriched the lives of care home residents, who continued the social chain by hosting their own flower arranging sessions.

2024 brought another shift of integrating social impact directly into the conference structure through an innovative attendee challenge. Participants worked together to pack food parcels for the Black & Minority Ethnic Community Partnership (BMECP) Food Bank. This initiative transformed traditional networking into meaningful community action, with sponsor stands becoming collection points for essential items. Teams of delegates packed parcels containing dried foods,

toiletries, and cleaning products, ultimately supporting over 75 children and 50 adults through the food bank.

The continuing partnership between ITM and Event Cycle shows how environmental and social initiatives can work together effectively at events. Through careful planning, standard event elements – from decorations to networking activities – can support local communities while reducing waste. This collaboration demonstrates that events can effectively combine business goals, environmental stewardship, and social responsibility in perfect harmony.

Small Scale Social Value Ideas

1. **Host a Digital Inclusion Drive where delegates donate and help refurbish old technology devices for local families and students, creating both environmental and social impact through technology reuse.**
2. **Partner with social enterprises to transform event materials into practical items like draught excluders or school supplies, ensuring materials find new purpose while supporting community initiatives.**
3. **Create a Sustainable Switch Section at your exhibition, empowering attendees to make personal environmental commitments through connections with non-fossil fuel banks, renewable energy providers, and sustainable food services - local ones if possible!**

Contact Us

Event Cycle provides sustainable solutions for leftover event materials that leave a lasting social legacy. To find out more visit: www.eventcycle.org

Green Events Code of Practice (GECOP)

National Pilot Key Findings

February 2025

Julie's Bicycle
CREATIVE • CLIMATE • ACTION

 **VISION** for
**SUSTAINABLE
EVENTS**

 **ANDREW
LANSLEY
.ORG**

Groundbreaking National Pilot Paves Way for New Policy to Drive Sustainability in Outdoor Events

Ten local authorities trial Green Events Code of Practice (GECOP) to introduce new minimum environmental standards.

Findings from 60 music, sports and community events demonstrate overwhelming support for nationally aligned standards

A landmark pilot project has demonstrated that local authority-led assessments can drive widespread sustainability in outdoor events, paving the way for future policy.

The Green Events Code of Practice (GECOP) pilot was launched to address the lack of national standards on sustainable practices for event organisers by promoting best practices in areas like governance, energy, travel and transport, food and drink, waste, water and influence.

The national trial saw ten local authorities across England – including Bristol, Reading, Liverpool, and Manchester – test the effectiveness of GECOP in improving the environmental sustainability of 60 events attended by 2.3m people last year. These included large-scale music festivals like Parklife and Reading, sports events like the Tour of Britain, and dozens of community gatherings.

The project assessed how effectively local authorities could integrate an environmental assessment into event processes and the resulting positive impact it could have on their environmental practices.

Analysis of the pilot project found overwhelming support for the development of consistent, national minimum environmental standards. All ten participating local authorities and 96% of participating event organisers expressed support for nationwide criteria, which they believe would help them meet their environmental goals more effectively.

GECOP was developed by the event industry following a sector consultation. The GECOP pilot was led by Vision for Sustainable Events and Julie's Bicycle. The Donut Advisory Toolkit for Events (DATE) was used as the main event assessment method against GECOP.

Climate change specialist for music at Julie's Bicycle, Richard Phillips, said: "This groundbreaking project has gone a huge way to creating a blueprint for policy around environmental sustainability in the outdoor events sector. The results of the pilot indicate that this can create real positive change on the ground, as well as encouraging wider conversations on environmental sustainability at local government level."

Other key findings from the pilot include:

- **60% of event organisers implemented new environmental measures as a direct result of the pilot**
- **92% expressed a commitment to adopt even more sustainable practices in the coming year**
- **7 out of 10 participating local authorities made changes to policy or procedures for more robust environmental requirements.**

The pilot demonstrated that events of all sizes gained a better understanding of their environmental practices. A remarkable 83% of participating events reported improved environmental awareness, while 80% gained increased confidence in taking environmental action.

In addition to improving environmental policies, local authorities found that the pilot fostered better relationships with event organisers and other stakeholders. 80% of events reported increased conversations with stakeholders on environmental impacts, with many noting the benefits of building stronger networks to overcome sustainability challenges.

With 84% of UK jurisdictions having declared a Climate Emergency, the project underscores the growing urgency for action across all sectors, with outdoor events emerging as a key area of focus.

Bristol City Council, the first Local Authority in the UK to declare a Climate Emergency, tested GECOP at eight major events including Great Bristol Run, Bristol Harbour Festival and Bristol Pride.

Councillor Tony Dyer, Leader of Bristol City Council, said: "We welcome GECOP as a standardised, national framework for widescale sector change. Bristol's larger events are already surpassing these minimum standards, but GECOP offers flexibility for smaller events to improve sustainability while supporting our city's ambition to exceed national targets."

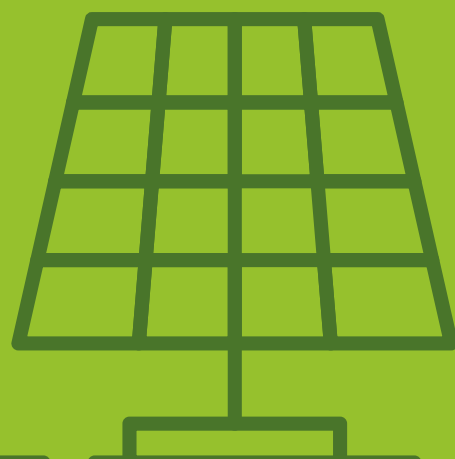
Vision for Sustainable Events Forum Chair, Chris Johnson put the project in context.

"This pilot has shown that GECOP successfully creates a common understanding of 'what good looks like', and supports smaller cultural organisations and events, many taking their first steps, to take action," he explained. "In 2025 we need to test how to integrate this into local authority processes, what resources are needed to roll out nationally, and establish the levels of practice for a realistic and ambitious minimum standard at different scales and types of events."

The project was a collaborative effort between Vision for Sustainable Events, Julie's Bicycle and Andrew Lansley. It was funded by Arts Council England, EarthPercent, and participating local authorities including Bristol City Council, Colchester City Council, Gloucester City Council, Leicester City Council, Liverpool City Council, Maldon District Council, Manchester City Council, Norwich City Council, Reading Borough Council and West Northamptonshire Council.

For more information or to download the full report on the pilot project, click [HERE](#)





A venue powered by sunshine

At Wyboston Lakes Resort, we're committed to building towards a more sustainable future for all.

We have recently launched our Sustainability Policy, and our Green Energy Roadmap, which outlines all of our ambitious plans for the future.

From solar energy installation to reducing single-use plastics in our venues, we're doing all we can to make your next event, a sustainable one.



www.wybostonlakes.co.uk

sales@wybostonlakes.co.uk



Embracing Sustainability:

The Wyboston Lakes Experience

At Wyboston Lakes Resort, sustainability isn't just a buzzword; it's a way of life. Nestled in the heart of Bedfordshire, our commitment to environmental, social, and governance (ESG) principles drives everything we do, especially when it comes to hosting events.

Environmental Stewardship

Upon arrival at our Resort, guests immediately enter a world where environmental awareness takes precedence. Our dedication to preserving natural resources is evident in every aspect of our operations. We've invested heavily in our Green Energy Road Map, with £3million spent already in solar energy, with more renewables to follow in the coming years, to take us to net zero in scopes 1 & 2 by 2027. Additionally, we have implemented innovative initiatives such as our award winning Room2grow scheme which allows us to offset emissions by planting trees on our resort.

Social Responsibility

Beyond environmental sustainability, Wyboston Lakes Resort is deeply committed to social responsibility. Our inclusive workplace culture fosters diversity and empowers employees to thrive. We prioritise the well-being of our team members, offering opportunities for growth and development while ensuring fair wages and benefits. Furthermore, our engagement with local communities extends beyond our property lines. Through supporting local initiatives and meaningful projects that uplift and empower those in need, leaving a lasting impact on our community.

Creating Sustainable Events

For event planners seeking to host gatherings that align with their sustainability goals, Wyboston Lakes Resort offers the perfect venue. Our state-of-the-art facilities are designed with sustainability in mind, featuring eco-friendly amenities and technologies. From sourcing locally sourced, seasonal ingredients for catering to implementing waste reduction strategies, we partner with organisers to create memorable events that leave a minimal environmental footprint.

Join Us on the Journey

As we continue our journey towards greater sustainability, we invite you to join us in making a difference. Whether you're planning a corporate conference, event or team-building retreat, Wyboston Lakes Resort is your partner in creating events that not only inspire but also contribute to a brighter, more sustainable future for all.



WYBOSTON LAKES

No Ordinary Venue

This is The CCD, an iconic building in the centre of Dublin, the home of one hundred thousand welcomes. When you choose The CCD for your event, you're not just getting a venue. You will be warmly welcomed to a stunning and light-filled building in the heart of Dublin, a city steeped in history, culture and beauty. You will experience the best of Irish hospitality, with sustainable and locally sourced produce. When you bring your event to The CCD, your event is our event. Our team of experts will partner with you to deliver your event seamlessly and beyond your expectations.

No Ordinary Event

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CCD
THE CONVENTION
CENTRE DUBLIN

How The CCD can support event organisers in making sustainable choices for their events

The Convention Centre Dublin (The CCD) is a leader in sustainable event management, offering a carbon-neutral venue with comprehensive environmental policies. Through innovative initiatives, The CCD helps planners make environmentally and socially responsible choices, ensuring that events leave a positive impact rather than a footprint.

Sustainable operations

The CCD's operations are designed with sustainability at their core. The venue is powered by 100% renewable electricity, and its state-of-the-art waste management system ensures that zero waste goes to landfill. In addition, The CCD employs energy-efficient LED lighting, water conservation strategies, and digital event solutions to minimise paper use.

Sustainable hospitality and procurement

The CCD champions sustainable catering by sourcing local, seasonal, and organic produce whenever possible. A plant-forward menu option reduces carbon emissions, while compostable packaging and portion control measures help minimise food waste. The CCD runs a successful food donation programme, redistributing surplus meals to local charities, whenever possible.

Accessibility and public transport

Located in the heart of Dublin, The CCD is easily accessible via public transport, as well as walking and cycling routes. As a compact city, hotels, local attractions and transport options are all within easy reach of the venue. A fully accessible venue, The CCD also has a range of tools to support people with additional or different needs.



Certifications

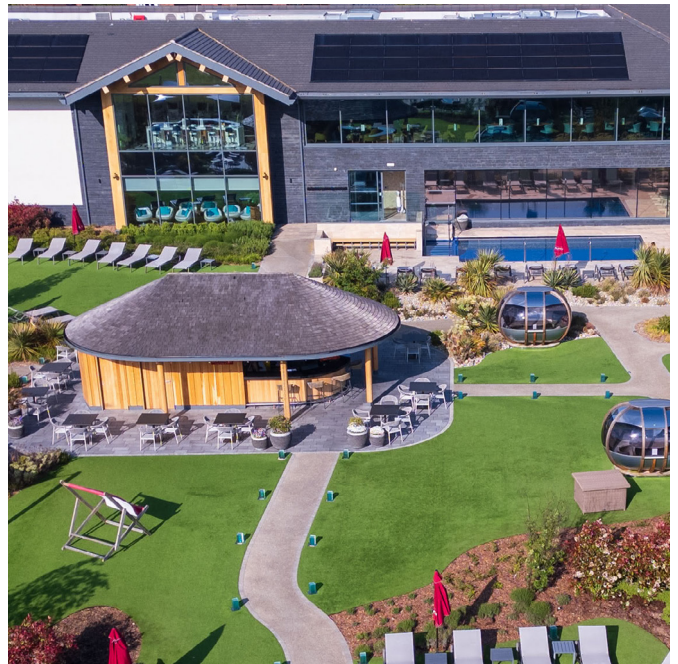
The CCD is a Gold Healthy Venue and holds ISO 14001 (Environmental Management System), ISO 20121 (Sustainable Event Management) certifications, providing event organisers with confidence in the venue's commitment to sustainability.

"Our sustainability plan "Green Days" is very important to us. The CCD helped us to realise our goal ... resulting in us planting 600 indigenous trees on protected land. We were also able to work with the digital signage department to create a bespoke solution, amount of printed signage we needed." Bridget Barbieri, Event Manager, ESGE 2023

If you're looking to create a lasting and responsible legacy, The CCD offers a world-class venue with sustainability at the forefront of its operations and can support you in achieving your event vision.

Carden Park Hotel

Carden Park Hotel is the ultimate destination for conferences, meetings and events. The venue blends exceptional facilities with a strong commitment to sustainability under the 'Carden Commitment' strategy. Located in 1,000 acres of idyllic Cheshire countryside, offering newly refurbished bedrooms and cutting-edge spaces, it ensures both comfort and professionalism. Proudly rated for Green Tourism and Green Meetings, sustainability efforts include responsible water recycling methods as well as solar panels and air source heat pumps; which have reduced energy consumption by nearly 50%. These initiatives reflect a proactive approach to reducing environmental impact while providing outstanding service. From locally sourced catering to considerate operational practices, every detail has been carefully considered to create memorable events with a minimal footprint. Consider elevating your next event experience with a touch of eco-conscious elegance.



www.cardenpark.co.uk/business - sales@cardenpark.co.uk - Contact number: 01829 731 555



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Spotlight on Private Rooms:

Opulence and Sustainability at BMA House

BMA House, an iconic venue in Bloomsbury, offers a suite of private rooms that combine timeless elegance with a commitment to sustainability. Whether hosting an intimate dinner or a grand celebration, these spaces provide an unforgettable backdrop for any occasion.

The Great Hall, with its high ceilings, Corinthian columns, and gold-leaf accents, is the epitome of grandeur. Perfect for large-scale functions, it accommodates guests in a setting that exudes majesty. For more intimate gatherings, the Prince's Room offers an opulent ambiance, featuring a marble-floored foyer, ornate mirrors, and a stunning chandelier.

The Snow Room, with its airy grace and direct access to the Courtyard, and the warm, mahogany-panelled Paget Room are ideal for private dinners or receptions. Each space reflects the venue's rich history while offering modern amenities. The recently refurbished Garden Room stands out for its contemporary design, large windows, and direct access to the lush Garden, providing a vibrant and flexible setting.

BMA House's commitment to sustainability enhances the appeal of its private rooms. Seasonal menus crafted with Fairtrade and locally sourced ingredients ensure that every meal is as ethical as it is delicious. Zero-waste policies and partnerships with sustainable suppliers underline the venue's dedication to eco-conscious operations.

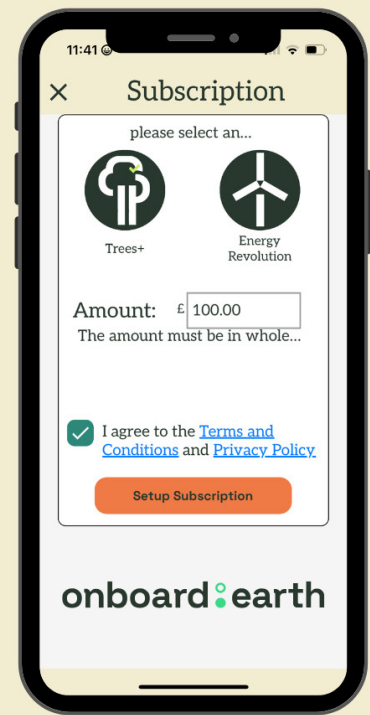
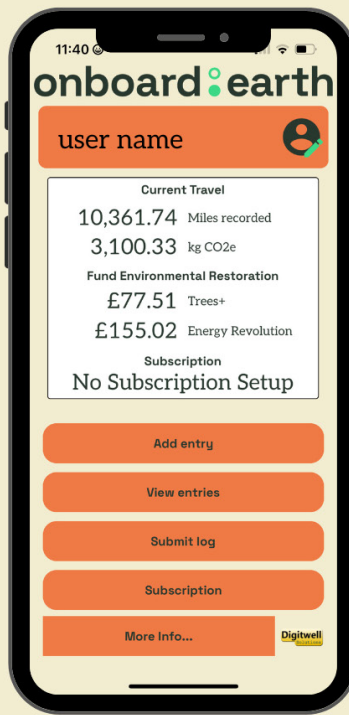


State-of-the-art AV systems, eco-friendly decor, and dedicated events staff make BMA House a top choice for organisers seeking seamless, environmentally responsible celebrations. For an added touch, history tours of the venue offer guests an engaging experience, connecting them to the rich legacy of this Edwardian masterpiece.

With a 69% reduction in its carbon footprint over four years and recognition such as the 2024 Sustainability Award at the London Venue Awards, BMA House remains at the forefront of sustainable event planning. Its private rooms offer not only opulence but also the reassurance of eco-conscious practices, ensuring every celebration is as kind to the planet as it is memorable.



BMA HOUSE
LONDON



onboard:earth

Travel **Carbon Calculator** App:

supporting event professionals to track and manage travel impacts

The onboard:earth Travel Carbon Calculator App is designed to support live events professionals, artists and event crew, to measure, record, understand and reduce their event-related travel impacts. Download the app on google play or through the apple store.



The app is free and allows users to:

- **Measure the impact of event-related travel:** Use the miles/km or postcode, and vehicle type to work out the carbon emissions associated with each journey.
- **Log your travel:** Store travel-related CO2 and download data if needed. Reference journeys by client, tour or job, to track and share with your clients.
- **Model low-carbon travel routes:** use the app to understand the travel impacts of different routes to help decide which journey will be the lowest carbon.
- **Fund environmental restoration:** for unavoidable travel carbon the app gives the option to fund environmental restoration projects through onboard:earth's two programmes:

Trees+ provides a verified carbon offset and funds ecosystem regeneration, tree planting, creating sustainable livelihoods for communities on the frontline of climate change, and the protection of threatened rainforests.

Energy Revolution invests in community-led, community-benefit renewable energy generation projects to empower neighbourhoods with low-cost clean energy and education around the transition to a fossil-free economy.

- **Subscriptions:** for regular journeys, app users can set up a subscription to fund a chosen environmental restoration project with regular payments.

onboard:earth is a live events industry response to the climate crisis – a community of events, festivals, suppliers, artists and music companies taking action to reduce travel impacts by moving low-carbon travel into the heart of live events culture and raising funds for environmental restoration.

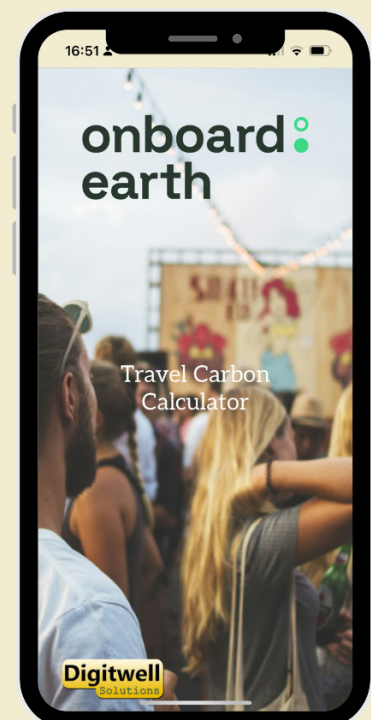
Since 2015, onboard:earth has worked with over 160 event industry members, providing resources, tools, advice and inspiration to reduce travel emissions and channelling over £740,000 from festivals, events, event-goers, artists, companies and crew to environmental restoration and climate action; funding community-benefit renewable energy generation and ecosystem protection and regeneration to protect biodiversity, sink carbon and create livelihoods for communities in areas already suffering the worst effects of climate breakdown.

Find out more at www.onboard.earth

onboard:earth

Introducing the travel carbon calculator app

Designed by onboard:earth to help Event Professionals track and manage travel impacts.



CARBON CALCULATOR

trace
by isla.

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EVENT TECHNOLOGY



We'll make your events

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EVENT • VEHICLES

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VENUE



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VENUE



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VENUE



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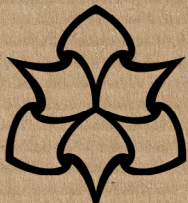
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SOCIAL MEDIA:



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WRISTBANDS



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SOCIAL MEDIA:





Modern events with heritage

Paradise Found

Join us for an unforgettable summer party in paradise, in the heart of Bloomsbury!

This year we invite you to experience our version of paradise in our exciting **Paradise Found** party package. Being in paradise improves your wellbeing, so let us transform your mood from work to bliss the moment you step inside our wrought iron gates. Soak up the sun whilst sipping on cocktails with colleagues next to our magnificent fountain in our Courtyard, suitable for up to 320 guests, or tuck into a sizzling BBQ or vibrant Street Food stalls in our lush idyllic Garden, for up to 90.

A sustainable summer

Sustainability is always at the forefront of party planning; our catering partners, CH&CO. will ensure only the finest quality ingredients are used. Our ethical & sustainable food practices mean we support British farmers & source local produce where possible, whilst ensuring food waste is at its absolute minimum.

No matter the theme or size of the crowd, you can customise your Paradise party package to fit just what you imagined.

Our team of expert Event Planners are here to assist you with all your summer party needs.

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