



Sustainable Event Management Guide

**Do you want
to improve
sustainability
at your events?**

This guide has been created to assist businesses in the area with sustainability statements, and energy and waste management.

Followed by sustainable transport, suppliers and water reduction. Then offsetting emissions, community support and sustainable accreditations.



**THE GREAT
SUSSEX WAY**

SUSTAINABILITY STATEMENTS



Sustainability statements, policies or pledges are beneficial for businesses by helping them on their net zero journey. Businesses can experience these benefits by pledging to implement sustainable practices, showing their commitment to reducing their negative impacts and communicating this so your customers and employees can see what the business is doing.

Sustainable actions businesses can pledge to do in their statements:

- Swap to renewable energy suppliers
- Reduce single-use plastic products
- Donate food surplus
- Water reduction by using sanitiser pumps instead of water and soap
- Support sustainable/environmental non-profit organisations
- Offset carbon emissions
- Swap to green/sustainable suppliers
- Use caterers who use locally sourced seasonal products
- Limit the number of customer vehicles attending events

EXAMPLE:

Sustainability Statement Form

What is your business' definition of sustainability?

What is your business' reasons for practicing sustainability?

What are your business' current sustainable practices?

What sustainable goals does your business want to set?

What will be the costs and benefits of your businesses sustainable goals?

How will your business complete the sustainable goals set?

ENERGY MANAGEMENT

Energy management is an important part of tackling climate change and can help save businesses on the increasing costs of energy. Businesses can take simple steps like installing sensor-operated lighting or unplugging equipment when not in use.

Department for Business,
Energy & Industrial Strategy
2022

18.2% of the UK's
carbon emissions in
2020 came from
energy supplied to
businesses.

WASTE MANAGEMENT



Waste management helps reduce the negative impacts waste has on the environment, people's health, nature, and more. Waste management can save businesses costs on products they are purchasing, reduce waste disposal costs and support environmental obligations. Businesses that implement waste management help to reduce overall demands on natural resources.



In 2018 the UK generated 43.9 million tonnes of commercial and industrial waste.

(Department for Environment Food & Rural Affairs, 2022)

Tips for waste management:

Reduce single-use plastic from your events and swap for renewal products or sustainable and biodegradable products instead. See below for support for reducing plastic waste.

[FINAL STRAW FOUNDATION - click here](#)

Businesses should look at donating leftover food produce to organisations that then donate to vulnerable people rather than letting it go to waste.

[FARE SHARE - click here](#)



SUSTAINABLE TRANSPORT

**WEST SUSSEX COUNTY
COUNCIL** discounts on bus
and coach travel - [click here](#)

SOUTHERN RAILWAY
- [click here](#)

**SOUTHERN E-BIKE
RENTALS** - [click here](#)

As you know, sustainable transport to events is not only important in reducing carbon emissions but is also an important consideration for the people who live locally. By reducing the number of customer vehicles that attend your events this can help to improve parking issues and keep local communities happy. The fewer vehicles that attend your events means fewer carbon emissions your event produces overall.

Tips for sustainable transport:

Share public transport routes on how to get to your event by train or bus with your customers and offer incentives for those who do use public transport.

Partner with local cycling businesses to encourage guests to ride bike to your events instead. Again potentially offer incentives for those who do, such as Southern E-Bike Rentals.

SUSTAINABLE SUPPLIERS



GREENER GUEST
- [click here](#)

FINAL STRAW FOUNDATION
- [click here](#)

EARTH CATERING
- [click here](#)

JACARANDA CATERING
- [click here](#)

Using sustainable suppliers helps reduce waste and supports businesses' social corporate responsibility. It does this by supporting the community and using local traders who source locally helps to boost the economy.

Tips on sustainable suppliers:

If your business is already aware of any sustainable suppliers then talk to them about what products they can help you swap over to a more sustainable alternative. If you aren't aware of any sustainable suppliers then get in contact with Greener Guest who provides expert advice regarding sustainable suppliers and products your business can swap to today.

See what information the experts in the fight against single-use plastic have to offer in swapping to sustainable suppliers.

Source your catering locally, and ensure that caterers use local and seasonal produce.



WATER REDUCTION

Water reduction at your events can help to save you costs and reduces pollution from the energy that is needed to process water for your businesses and communities.

Tips on reducing water usage:

- Use waterless portable toilets and urinals
- Book venues with water management already in place
- Consider food options that do not require water to cook
- Keep drinks chilled to avoid the need for ice
- Provide hand sanitiser pumps instead of water and soap
- Use leftover ice and water for cleaning purposes
- Use compostable table cloths instead of cotton ones that require washing between use
- Opt for biodegradable containers and cutlery to reduce washing up water usage
- Swap taps to sensor-operated ones or taps that stop automatically when not being used
- Invest in water harvesting systems to use water for cleaning purposes

OFFSETTING EMISSIONS



What is offsetting?

Offsetting is a way of paying for others to reduce emissions or absorb CO₂ to compensate for your emissions. For example, planting trees to suck carbon out of the atmosphere as they grow, or delivering energy-efficient cooking stoves to communities in developing countries (Green Peace, 2020).

How to offset your businesses emissions:

The starting point is developing your understanding of how much carbon your business is contributing. This is often referred to as calculating your Carbon Footprint. There are many different calculators and organisations that can help.

[CARBON NEUTRAL BRITAIN - click here](#)

Carbon offsetting allows people to make a positive contribution to the environment.

Offsetting helps by balancing out greenhouse gas emissions produced and the removal from the atmosphere. Businesses that offset emissions show stakeholders their commitment to reducing their impacts and creating a competitive advantage.

UK greenhouse gas emissions in 2021 were 424.5 million tonnes CO₂ equivalent, 4.7% higher than in 2020.

Department for Business, Energy & Industrial Strategy, 2020



COMMUNITY SUPPORT

Supporting your local communities helps to raise social awareness of your business and establish relationships with members of the local communities, who are then more likely to support your businesses and events. Supporting local communities also helps to keep local stakeholders happy and avoid bad press for your event from locals who may be disturbed by your events, either due to parking, noise, road closures, etc.

Tips on supporting your communities:

- Offer employees a day off that is paid for any volunteering in the local community.
- Work closely with local non-profit organisations by volunteering for nature conservation or environmental cleans, and share your support with your customers.

Local non-profit organisations to support through volunteering or fundraising:

- [WWT](#) (local to Arundel)
- [Final Straw Foundation](#) (local to Chichester)
- [RSPB](#) (local to Chichester)
- [South Downs National Park](#) (local to South Downs)
- [UK Harvest](#) (local to Chichester)
- [Petworth House National Trust](#) (local to Petworth)

Sustainable Accreditations:

Holding sustainable accreditations can help your business to grow a positive brand image.

This assists with increasing sales, attracting investors and strong employees, motivating colleagues, reducing costs and overall increasing competitive advantage.

ISO20121 - Sustainable Events (ISO, 2022)

- Offers guidance and best practices in managing your events
- Control event's social, economic and environmental impacts
- Cut unnecessary costs

ISO14001: 2015 - Environmental Management Systems (ISO 2022)

- Framework for businesses to follow to set up effective environmental management systems

Green Tourism Scheme (Green Tourism, 2022)

- Assessments, reports and ongoing support from assessors
- Green Tourism certification, logo and plaque to promote sustainable supporting customers
- collaborative marketing opportunities & communication channels

Green Claims (GOV.UK, 2022)

- Can use green claims when promoting or selling a service and can be advertised in a range of ways
- backed up by evidence to support claims

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