

**Putting people at the  
centre of the  
sustainable events**



# What is a sustainable event?



**Smart  
resource use**



**Low impact  
catering**



**Encourage  
ecological  
change**



**Cleaner  
journeys**



**Towards zero  
waste**



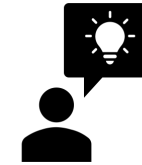
**Governance &  
Partnerships**



**Appreciation  
of the site**



**An event for all**



**Positive  
Legacy**



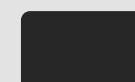
Environmental



Social



Advocacy



Governance



# Key tools for a sustainable event

1

Managing impact through control or influence



2

Influencing behaviours





## Footprint

The unintentional impact (usually negative) that an organisation has on people and the environment.

For example, from carbon emissions to poor working conditions.

**Our footprint needs to be reduced to as close to zero as possible**



## Handprint

The result of intentional effort to create positive change for people and the environment.

This includes actions like reforestation and enhanced biodiversity

**Our handprint should be amplified so we give more than we take**



## Brainprint

The intentional or unintentional messages an organisation sends into the world.

This could be through its actions, choices and messages, and the influence it has on the behaviours, values and perceptions of others.

**Our brainprint must align with what the people and nature need to move us along towards a more regenerative future**

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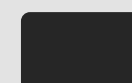
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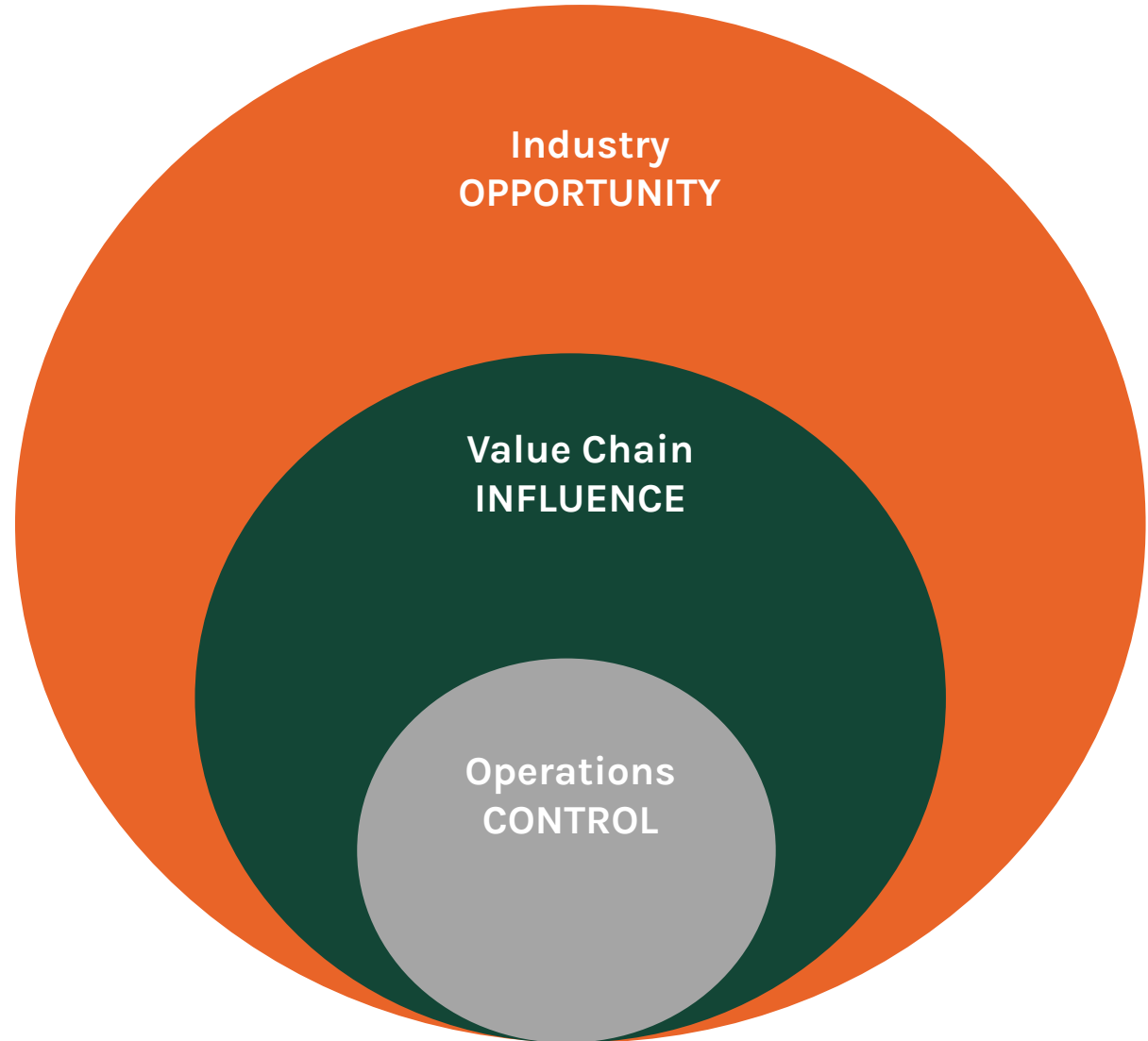


Advocacy



Governance

**What are the most appropriate levers for your sphere of control and influence?**

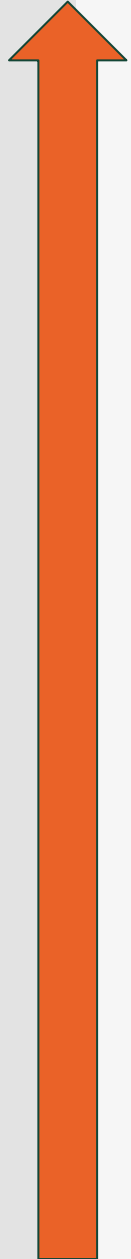




Change is about behaviours of people - we can be more effective if we put **people at the centre** of the problem solving process.

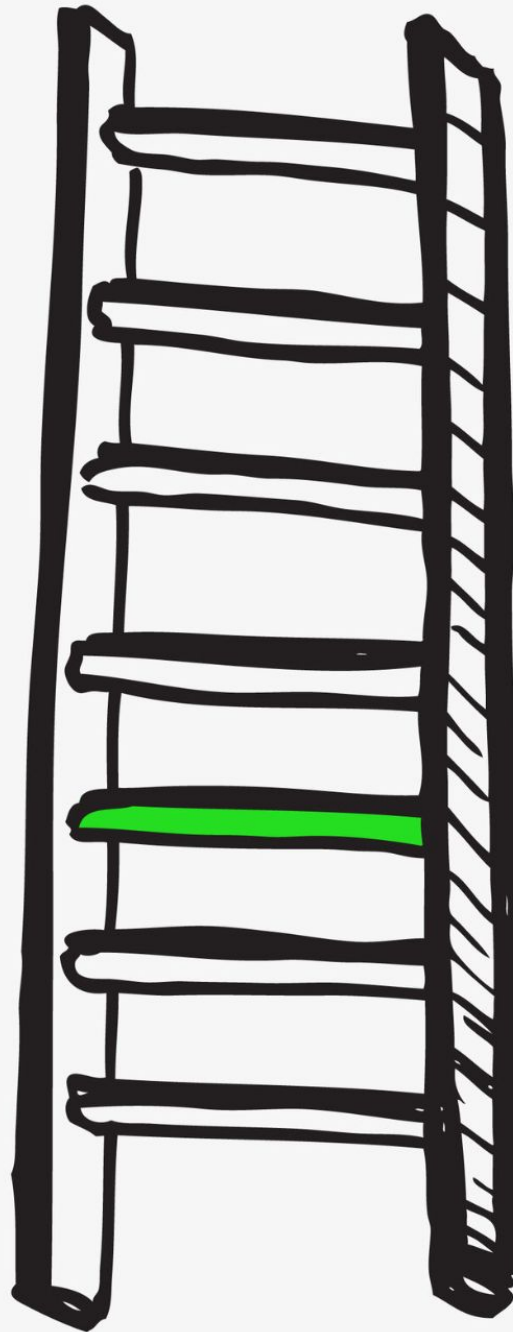


Effectiveness



## THE LADDER OF INTERVENTION

ADAPTED FROM NUFFIELD  
COUNCIL ON BIOETHICS



ELIMINATE CHOICE

RESTRICT CHOICE

DISINCENTIVIZE CHOICE

INCENTIVIZE CHOICE

SHIFT DEFAULT CHOICE

CREATE NEW CHOICE

CLARIFY CHOICE

MONITOR CHOICE

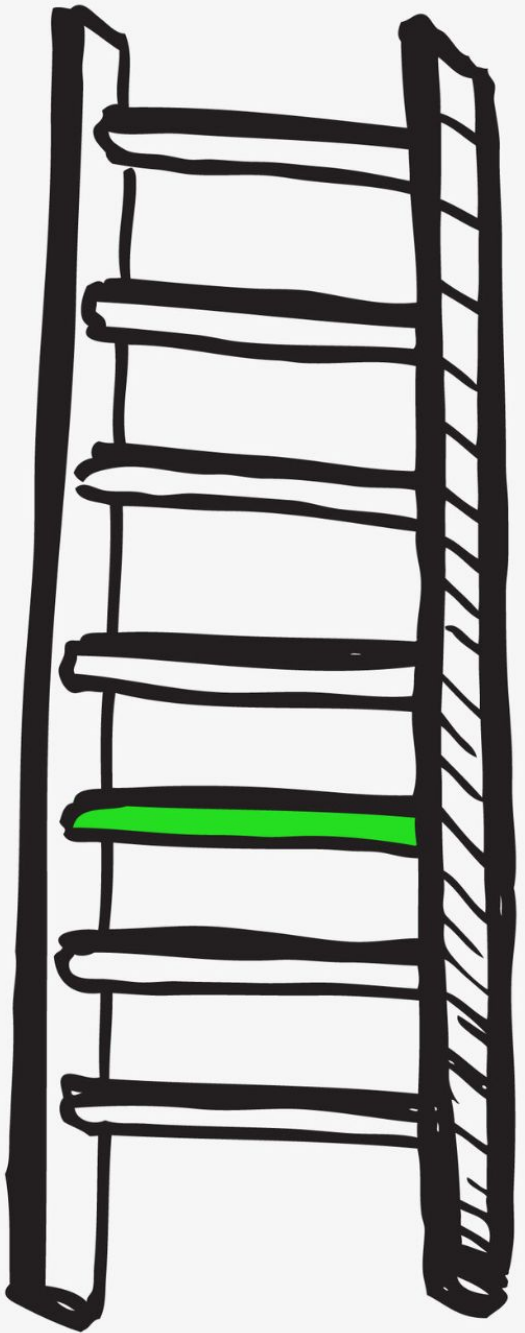
Intrusiveness







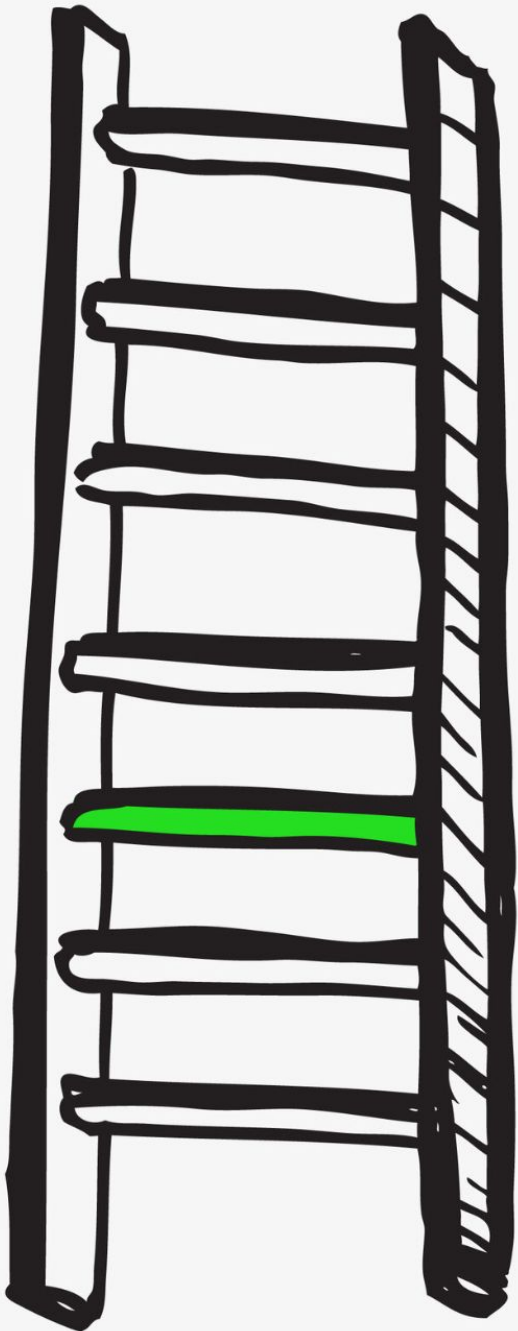
- Sustainable option vs “non-sustainable” option
- Green section of the merch



- ELIMINATE CHOICE
- RESTRICT CHOICE
- DISINCENTIVIZE CHOICE
- INCENTIVIZE CHOICE
- SHIFT DEFAULT CHOICE
- CREATE NEW CHOICE
- CLARIFY CHOICE
- MONITOR CHOICE

- 3
- 2
- 1





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4

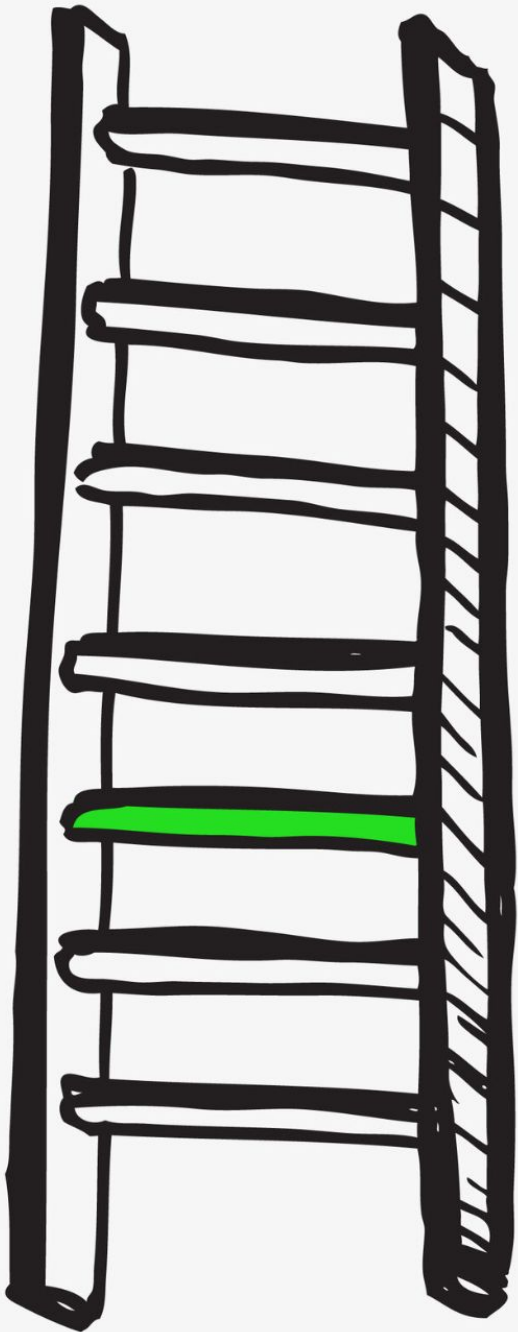
3

2

1

- Core menu is organic, **delicious** and vegetarian. “If you prefer meat, feel free to let us know”
- Pre-order menu (reduce food waste)





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5

2

1

**Marwell Zoo**

**ARRIVE BY BUS**

**AND SAVE MORE THAN 50% ON ENTRY!**

**bluestar zoo**

\*Terms and conditions apply

**vahaca**

**Taco Menu**

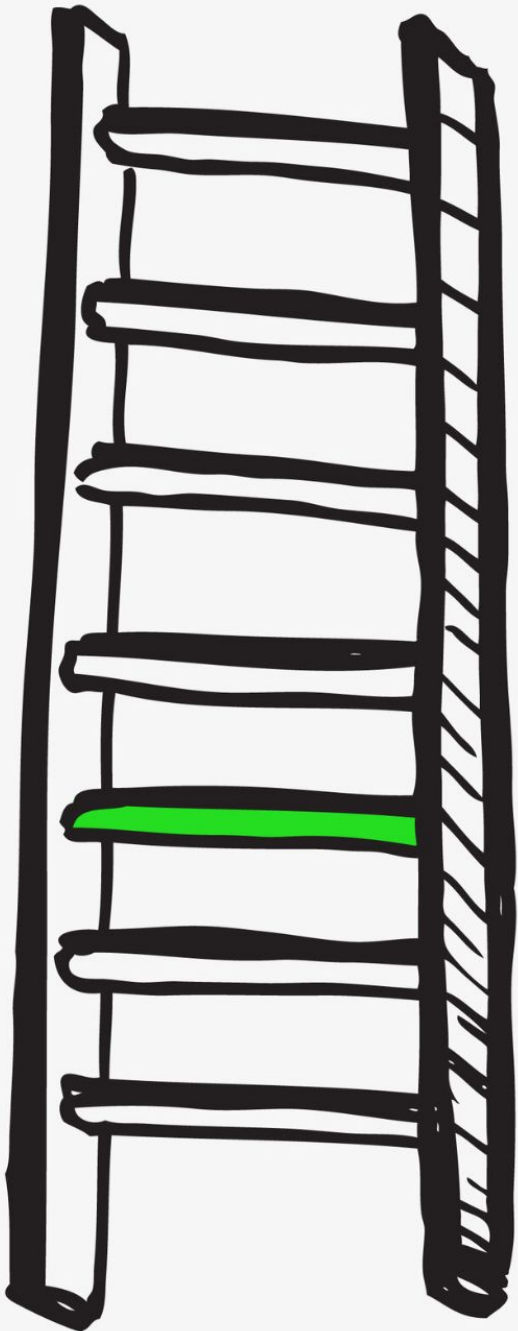
- Low carbon impact = C
- Meidum carbon impact = CC
- High carbon impact = C

**Mushroom Taco**  
C | 6,50€

**Chicken Avocado Taco**  
C | 6,75€

**Beef Brisket Taco**  
C | 6,95€





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6

5

4

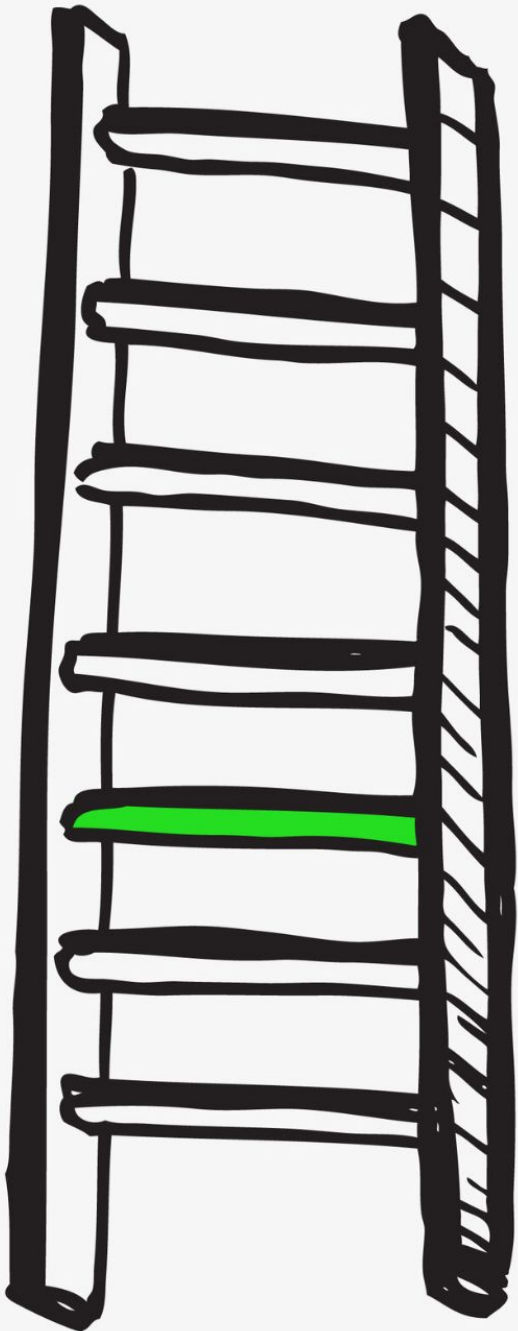




**Providing infrastructure to normalise a behaviour, eliminate single use choice without reduction in experience**





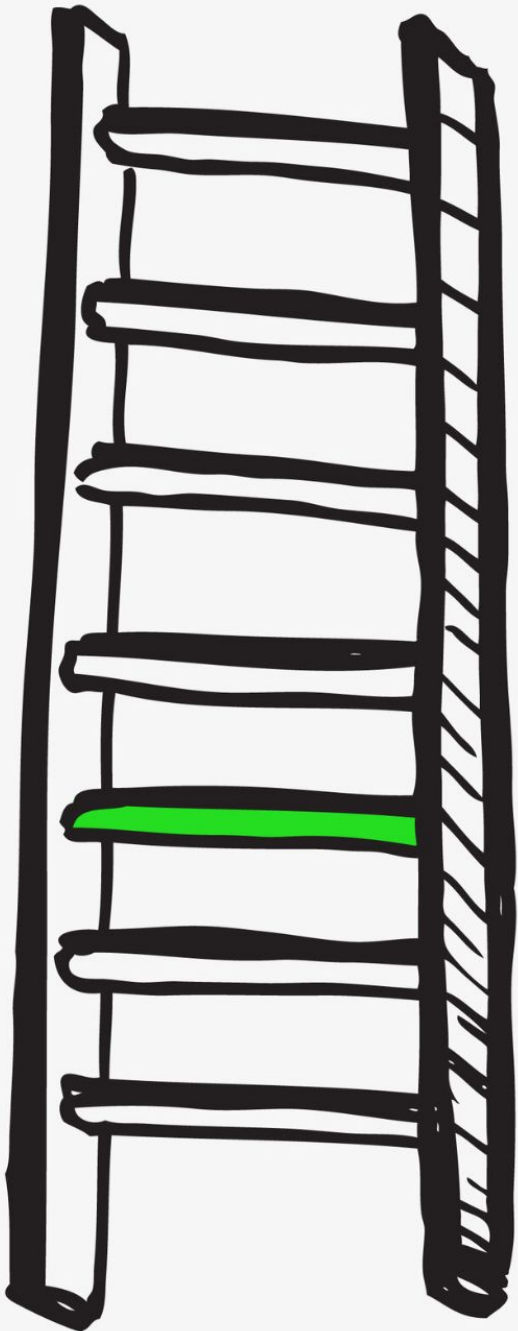


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MONITOR CHOICE

8

- No single use merchandise on offer
- No meat on offer





# Behaviour is....

**Group based**

*I will if you will*

**Norms based**

*I will if it's how everyone normally does it*

**Infrastructure based**

*I will if I can/ it is easy*

**Values based**

*I will if it matters to me*

# Providing infrastructure to reduce footprint & friction





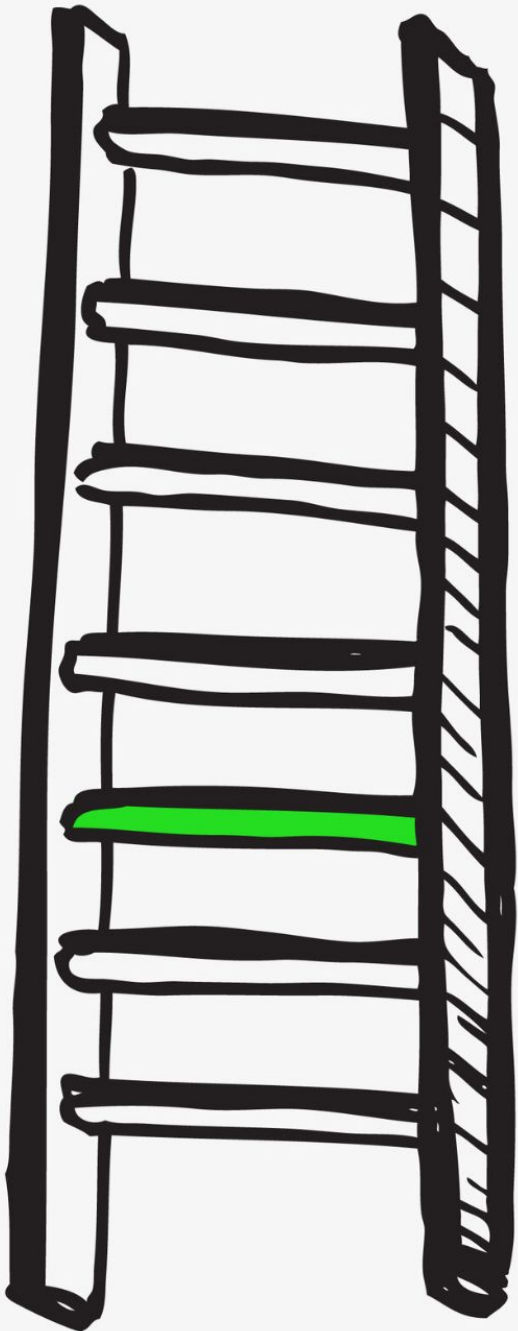
# Behaviour nudges in action: providing reasoning & visualisation



# Behaviour nudges in action: prompting







ELIMINATE CHOICE

8

RESTRICT CHOICE

7

DISINCENTIVIZE CHOICE

6

INCENTIVIZE CHOICE

5

SHIFT DEFAULT CHOICE

4

CREATE NEW CHOICE

3

CLARIFY CHOICE

2

MONITOR CHOICE

1

# Whose behaviour do you want to change?

Event Attendees

Suppliers

Key partners & speakers

Sponsors

Catering suppliers

Industry

# It's a journey

Questions or comments? Get in touch

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