

ENDING PLASTIC WASTE IN THE EVENT INDUSTRY

Intention:

This is a proposal to outline a potential timeline, budget and key actions to end plastic waste in the event industry.

Timeline:

- 2024 - Global governments and UN declare event industry produces no plastic waste. The model of this approach is used to address other industry issues.
- 2023 - 100% of events academic institutions teach on how to end/ensure no plastic waste from events. New products launch successfully.
- 2022 - Event industry is recognised as taking a leading approach to ending plastic waste. Annual measurement report shows improvement.
- 2021 - Innovation awarded by industry on creation of plastic substitutes. Annual measurement report shows improvement.
- 2020 - Global business statement made on commitment to ending plastic in events industry. Wide plastic measurement report shared with UN and businesses.
- 2019 - 100% of global event associations support project and share education. First meeting held with top five events suppliers. Year One of industry measurement.
- 2018 - Project funding and partners identified. Project launched globally with UN in support to create group of 'leaders to end plastic waste in event industry.'

Imagine if we already had all the pieces to end plastic waste in the event industry and they included...

Gathering a group of industry and non-industry partners to lead this;

From Monterey Bay Aquarium and Great Barrier Reef Foundation to Cradle-Cradle and Ellen MacArthur to event industry suppliers including DMO's, CVB's, event organisers e.g. IOC production companies etc. This group could 'report' into the UN body responsible for SDG – Life Below Water.

Engaging with event industry associations to gather commitment, raise awareness and share education (as well as engaging with academic institutions).

Existing commitments could be referenced, education created by experts and awareness raising initiatives created so members of business, sport and cultural event associations know they are on the path to ending plastic waste in the event industry.

Creating a 'Dragons Den' type experience to introduce new products into the industry.

Industry foundations could invest in new products which provide the solution to ending plastic waste and major event industry events could showcase new products.

Collaborating with existing initiatives to amplify the message.

Whether it's a UN body, a government or an industry association, we need to create a plastics community.

Utilising existing measurement approach and framework.

To be confirmed including UN measurement systems.

Creating online educational materials to be used by associations

The approach will build on global standards including ISO 20121 and GRI EOSS.