

THE FOUR Cs SUSTAINABILITY CHECKLIST

This (non-exhaustive) checklist is a resource for meeting planners and event professionals to use during the planning phase to ensure their event or meeting incorporates tenets of sustainability.

1 CONSERVATION: Protecting Natural Beauty and Resources

Focus: Safeguarding biodiversity and implementing procedures to reduce the consumption of water, energy, and materials.

- Waste Diversion:** Partner with a venue that has processes for managing organic (food) waste, food recovery and prioritizes high food waste diversion.
- F&B Sourcing:** Prioritize local, organic, and seasonal produce (within a 100-mile radius where possible) and try to limit proteins that have high GHG emissions.
- Carbon Footprint:** Consider carbon-neutral venues or those powered by 100% carbon-free power.
- Water Conservation:** Choose venues using low-flow toilets, metered faucets, and reclaimed irrigation.
- Energy Efficiency:** Prioritize venues that use LED lighting, motion sensors, and energy-smart HVAC systems. *Is the venue LEED Certified?*
- Resource Reduction:** Prioritize venues that use LED lighting, motion sensors, and energy-smart HVAC systems.
- Eco-Friendly Materials:** Use 80–100% recycled paper products and biodegradable or compostable flatware. Reusable is always best!

2 COMMUNITY: Building Stronger Connections

Focus: Fostering well-being and ensuring local communities experience positive benefits.

- Local Economic Growth:** Prioritize local vendors, regional Small and Medium Enterprises (SMEs), and underserved entrepreneurs.
- CSR Integration:** Schedule hands-on activities that benefit local charities.
- Workforce Support:** Contribute to local hospitality scholarships, youth leadership, or professional development programs.
- Awareness & Inspiration:** Use the event to raise sustainability awareness among staff, participants, and local hosts.

3 CULTURE & ACCESSIBILITY: Prioritizing Inclusion and Celebrating Local Culture and Heritage

Focus: Being mindful of the the needs of all attendees, respecting cultural differences and protecting indigenous land and heritage.

- Accessibility Mapping:** Ensure venues are inclusive and accessible for all participants.
- Neurodiversity:** Create sensory-friendly spaces to enhance experiences for those on the spectrum.
- Cultural Integration & Heritage Tourism:** Incorporate partnerships and experiences that feature local communities to highlight regional cultural heritage.

4 COMMERCE: Driving Sustainable Growth

Focus: Balancing economic growth and financial return with environmental and social responsibility through reporting, partnerships and efficiency measures.

- Sustainable Procurement:** Include requirements for ethical sourcing, energy-efficient lighting, and plastic-free packaging in all RFPs.
- Measurement & Reporting:** Request post-event reports on carbon emissions, waste diversion, and water conservation from partners to allow for assessment and evaluation of sustainable processes and initiatives.
- Professional Development:** Encourage staff to pursue industry certifications such as the Sustainable Event Professional Certificate (SEPC) or similar.
- Strategic Partnerships:** Form a “sustainability team” involving internal staff and key stakeholders (sponsors, venue, local community).
- Financial Efficiency:** Track savings achieved through resource efficiency (e.g., reduced printing and energy costs) to build the business case.

For more details and resources,
scan this code:

