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THE 4Cs IMPACT WORKSHEET

Utilize the 4 Cs framework to maximize sustainable impact in each of the pillars for your next meeting or event.

PILLAR	Current Practice	The "4Cs" Transformation	Estimated Impact (ROI or Social)
CONSERVATION			
COMMUNITY			
CULTURE			
COMMERCE			



EXAMPLE

Scenario: You are planning a 500-person gala for a tech association. Utilize the 4Cs framework to maximize sustainable impact in each of the pillars.

PILLAR	Current Practice	The "4Cs" Transformation	Estimated Impact (ROI or Social)
CONSERVATION	Buffet with 20% overage and plastic water bottles.	Partner with a food bank to divert surplus; weigh food waste at the end. Ensure only reusable glassware is utilized.	Reduced methane emissions; lower waste disposal fees.
COMMUNITY	Outsourced generic gift bags and gifts shipped from abroad.	Source gifts from a "Shop Local" resource list featuring local artisans.	\$5,000+ reinvested directly into local small businesses.
CULTURE	Standard ballroom layout.	Implement "sensory-friendly" quiet zones and map accessibility.	100% attendee inclusion; higher satisfaction scores.
COMMERCE	No environmental tracking.	Use hotel sustainability reporting (e.g. waste diversion tracking).	Data for stakeholder reports to attract eco-conscious sponsors.