



## **Seventeen's green events guide**

This guide should act as an ongoing reference point for Seventeen and our clients. Where possible or relevant all items should be considered and implemented. If it is not possible due to resources, financial or any other reason, this should be noted with a view to addressing the issue concerned in the future.

Seventeen will revise this guide on a regular basis, both reacting to changes and availability of new green technologies and suppliers; and actively devising alternatives to standard methods.

### **GENERAL**

#### **Communication**

It is important that any environmentally friendly initiatives undertaken are communicated to all participants, both at the event and during the planning stages. Attendees at the event should be aware of the environmental concerns which have been addressed. This educates the audience, makes them aware of the thinking behind any out of the ordinary aspects of the event, and leaves a legacy of the event for others to continue.

A few examples: If all communications are carried out via a website, or emails to minimise paper usage, then this should be explained within all messages. Ideally a separate area of the website would be devoted to explaining this. If paperwork and event material are provided only on request to minimise paper usage this reasoning should again be communicated during any speeches. If event materials such as conference packs or invitations are made of recycled material, this should be printed on the item itself.

#### **Supply chain**

All event suppliers should be notified of the environmental policy and assessed for their compatibility. Seventeen have a list of approved green suppliers, however it is likely that for each event some new requirements will be sought. The supplier should complete a short environmental questionnaire (see appendix A) to assess the measures that they already have in place. The supplier should be encouraged to expand their environmental policy if appropriate and measures should be taken to amend or offset any existing anomalies. It may be the case that a standard supplier can modify their behaviour or their own suppliers to offer an environmentally sound alternative. For example, an AV company which usually supplies high wattage lighting and standard generators may be able to source LED lighting and bio diesel generators for specific events.

#### **Company buy-in**

Seventeen would encourage communication of the environmental policy of the event to all senior members of the client company. It is important that support is given at all levels which again educates, encourages awareness of broader issues and hopefully results in good practice extending across the company's other activities.

**Priority**

Seventeen recognise that ethical and environmental policies vary across different companies, each having differing priorities. Whilst we would endeavour to address all issues and ensure environmental damage limitation to all aspects of the event, we accept that this may not always be possible. It is important to identify the key priorities for the client. Financial and resource parameters also need to be set, as would be expected for any contractual service. If, however, the only acceptable environmentally sound alternative is in excess of the budget the client would need to advise of the importance of delivering this.

**Innovations**

Seventeen strive to remain aware of all new initiatives and progress in environmental technologies and policies. These will be absorbed and carried through to event management wherever possible.

Seventeen firmly believe that environmentally sound events can be as creative, glamorous and progressive as those without these concerns, and continually explore new ways of delivering perception-challenging events.

**Contact**

Seventeen would suggest that a client representative is involved with approving and monitoring the specific event environmental policy. This could be the company's CSR representative.

**Assessment**

Seventeen will report and assess the environmental aspects of the event in three phases: -

**Phase 1**

Planning and assessing areas for concern.

Seventeen will draw up a list of areas where the event can minimise its environmental impact. We will also canvas opinion from a variety of suppliers to determine any specific issues arising. Data from the supplier questionnaire will be collated and recommendations issued to suppliers and fed back to the client. The client and Seventeen will, together, devise the priorities for the event and establish which areas are cause for concern.

**Phase 2**

Proposal agreed and implemented.

Agreement on the event environmental policy will be sought from all suppliers and the client representative. Measures agreed will be undertaken by Seventeen and appointed suppliers, and any issues arising will be fed back to the client. The checklist (appendix 2) will be completed and distributed to the client for approval.

**Phase 3**

Evaluation.

Seventeen will compile a report of all measures undertaken to minimise the environmental impact of the event. Additional carbon offsetting will be proposed if necessary and recommendations will be made for future events.

## **IMPLEMENTATION**

Seventeen assess environmental impact across the following areas: -

### **Buildings / Venues**

Increasingly, venues are becoming aware of the necessity of having an established environmental policy which we would request prior to booking the venue. Wherever possible we will choose a venue with established environmental procedures.

Structurally, we will assess the insulation and sealing of the building. We will request details of the energy providers, giving details of green energy suppliers if not already in place. We will consider any existing energy saving initiatives and any other initiatives undertaken to minimise emissions. Water saving measures will also be considered, with low flush toilets and monitor sensing taps being preferable.

We would also consider the use of harmful chemicals through cleaning the venue, or pesticides used in maintaining any gardens.

If the venue provides accommodation we will consider the energy usage in guest rooms, whether guests are encouraged to switch off lighting and equipment and whether energy reduction measures are in place, such as key cards which automatically switch off appliances when the guest is not present. In addition to the water saving methods mentioned above, we will also look for washing reduction policies, such as offering guests a no change option for towels and linen. We would hope to see a limit on disposable items such as hand towels and cups.

If a temporary structure is to be used as the venue or as an ancillary space we would aim for it to be recyclable.

The office management of the venue will also be considered, including recycling, energy wastage, equipment on standby and all other issues listed below taken into account.

### **Production**

There are several measures that can be implemented to reduce energy use through the staging, lighting and sound of the event. This might mean using low-energy LED batons rather than high wattage lighting, using a bio-generator at off-site events, encouraging suppliers to switch to eco-friendly energy providers or reducing the time that appliances spend on standby.

Technology can be a useful way of minimising paper usage and this should be included in the production supplier remit, for example all signage can be electronic rather than printed.

Essentially, the constant concern for all products used in the production of the event, will be whether the item is more energy / water efficient than competing products.

The office management of the production company will also be considered, including recycling, energy wastage, equipment on standby and all other issues listed below taken into account.

### **Printing and paperwork**

Paper use in general should be minimised throughout the event organisation. Where possible the event should be marketed online, programmes or invitations should be issued electronically, confirmations and final details should be sent by email and event transcripts should be available online.

Where printed materials are unavoidable, layouts should be paper saving, using small fonts and minimising blank space. Copying and printing should be double sided.

Recycled paper should be used, and non-chemical, vegetable based inks should be used. Seventeen have a list of reliable ethical printers only use these methods.

Draft paper should be reused. Paper and print cartridges should be recycled.

### **Transport**

Seventeen aim to use low-emission vehicles or public transport for all transport requirements. Event guests should be informed of the transport options available to them, with car sharing options encouraged, bike parking facilities supplied, and details of public transport which services the venue. Discounted rates could be sought with the public transport provider to discourage private car travel. Business class travel should be avoided.

Where goods are moved long distances by suppliers, the miles should be considered. All suppliers should be encouraged to source local products and services and to use low-emission vehicles where possible. Reusable containers should be used when transporting and storing goods.

### **Catering**

Seventeen encourage the use of caterers who use organic, locally sourced, fair trade produce. We would also encourage the catering service to consider their event waste, avoiding the use of disposable cutlery and crockery, and individual condiment sachets. Waste should be recycled or composted where possible. We encourage the use of non harmful cleaning products. We would welcome the donation of surplus food to local charities.

### **General event material**

Wherever possible for all event materials we will consider the following: -

- Is there a comparable product which would be less harmful to the environment available?
- Is the waste from the event minimised?
- Are items reusable where possible? For example, delegate packs / folders, place cards, badge holders, signage,
- Are items recyclable where possible?
- Could the packaging of goods be reduced further? Is the packaging reusable, recycled and recyclable?
- Will the full quantity of items be used?
- Have environmentally harmful stunts been eliminated, e.g. balloon releases, pyrotechnics.

### **Carbon Offsetting**

This is not a panacea for all ills, and offsetting by itself is not enough. We want to encourage clients to reduce their emissions at source rather than taking the view that they can carry on regardless and offset later. However, as a tool to raise awareness and a step in the right direction, carbon offsetting has its place.

Appendix 1

**Supplier questionnaire**

We would be grateful if you could complete this questionnaire in as much detail as possible.

Supplier name:			
Contact name:			
Position:			
Email:		Telephone:	
<b>Policies</b>			
Does your company have a corporate social responsibility (CSR) policy?	Please tick✓ box <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> In progress		
Does your company have an environmental policy?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> In progress		
Is there a member of staff responsible for your CSR / environmental policies? If yes, what is their name?			
<b>Energy usage</b>			
Who is the energy supplier(s) for your office? E.g. British Gas, Southern Electric, Ecotricity			
Does you use low energy light bulbs?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Some		
Is your electrical equipment left on standby overnight, e.g. PCs, AV equipment?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Some		
Is the lighting operated by motion sensor	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Some		
Have you initiated any other energy saving initiatives, e.g. insulation, solar panels, wind turbines? If so please list below.			
<b>Water</b>			
Do your offices have a water meter?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
Is the water (taps) operated by motion sensor	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Some		
Have you initiated any other water saving initiatives e.g. dual flush toilets, cistern water saver, water butt? If so please list below.			
<b>Recycling</b>			
Do you use recycled paper for printing / notebooks?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Some		
Is waste paper recycled?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Some		
Are printer cartridges recycled?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Some		
Is other recyclable waste recycled?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Some		
Is there a facility for event waste to be recycled?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Some		
<b>Catering - if applicable</b>			
Do you offer fairtrade produce?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
Do you offer organic produce?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
<b>Carbon offsetting</b>			
Do you offset your carbon emissions / are you carbon neutral?	<input type="checkbox"/> Yes <input type="checkbox"/> No		
Is there any further information that you would like to add? If so please list below.			

Appendix 2  
Checklist

	YES	NO
<b>Venues</b>		
Environmental policy?	<input type="checkbox"/>	<input type="checkbox"/>
Well insulated / sealed - no obvious energy leaks?	<input type="checkbox"/>	<input type="checkbox"/>
Green energy provider?	<input type="checkbox"/>	<input type="checkbox"/>
Water saving initiatives?	<input type="checkbox"/>	<input type="checkbox"/>
Non harmful cleaning products used?	<input type="checkbox"/>	<input type="checkbox"/>
Temporary structure reusable?	<input type="checkbox"/>	<input type="checkbox"/>
Office - recycling, equipment not on standby?	<input type="checkbox"/>	<input type="checkbox"/>
<b>Accommodation</b>		
Energy reducing measures?	<input type="checkbox"/>	<input type="checkbox"/>
Key cards?	<input type="checkbox"/>	<input type="checkbox"/>
Water saving, e.g. motion sensors, dual flush?	<input type="checkbox"/>	<input type="checkbox"/>
No disposable items?	<input type="checkbox"/>	<input type="checkbox"/>
<b>Production</b>		
Low wattage / LED lighting?	<input type="checkbox"/>	<input type="checkbox"/>
Green energy provider?	<input type="checkbox"/>	<input type="checkbox"/>
Equipment not on standby?	<input type="checkbox"/>	<input type="checkbox"/>
Office - recycling, equipment not on standby?	<input type="checkbox"/>	<input type="checkbox"/>
<b>Printing and paperwork</b>		
Paper minimised?	<input type="checkbox"/>	<input type="checkbox"/>
Paper saving methods - double sided?	<input type="checkbox"/>	<input type="checkbox"/>
Recycled paper?	<input type="checkbox"/>	<input type="checkbox"/>
Non chemical inks?	<input type="checkbox"/>	<input type="checkbox"/>
Paper and print cartridges recycled?	<input type="checkbox"/>	<input type="checkbox"/>
Draft paper reused?	<input type="checkbox"/>	<input type="checkbox"/>
<b>Transport</b>		
Guests encouraged to use public transport / car share / walk?	<input type="checkbox"/>	<input type="checkbox"/>
Business class travel avoided?	<input type="checkbox"/>	<input type="checkbox"/>
Suppliers use local services?	<input type="checkbox"/>	<input type="checkbox"/>
<b>Catering</b>		
Organic?	<input type="checkbox"/>	<input type="checkbox"/>
Locally sourced?	<input type="checkbox"/>	<input type="checkbox"/>
Fair trade?	<input type="checkbox"/>	<input type="checkbox"/>
Disposable items avoided?	<input type="checkbox"/>	<input type="checkbox"/>
Waste recycled?	<input type="checkbox"/>	<input type="checkbox"/>
Food waste composted?	<input type="checkbox"/>	<input type="checkbox"/>
Non harmful cleaning products used?	<input type="checkbox"/>	<input type="checkbox"/>
Donation of surplus food to local charities?	<input type="checkbox"/>	<input type="checkbox"/>
<b>General event material</b>		
Green alternatives used?	<input type="checkbox"/>	<input type="checkbox"/>
Event waste minimised?	<input type="checkbox"/>	<input type="checkbox"/>
Items reusable where possible?	<input type="checkbox"/>	<input type="checkbox"/>
Items recyclable where possible?	<input type="checkbox"/>	<input type="checkbox"/>
Packaging reduced where possible?	<input type="checkbox"/>	<input type="checkbox"/>
Full quantity of items used?	<input type="checkbox"/>	<input type="checkbox"/>
Environmentally harmful stunts eliminated?	<input type="checkbox"/>	<input type="checkbox"/>
<b>Carbon Offsetting</b>		
Offsetting applied?	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL / 40		
Target 35+		