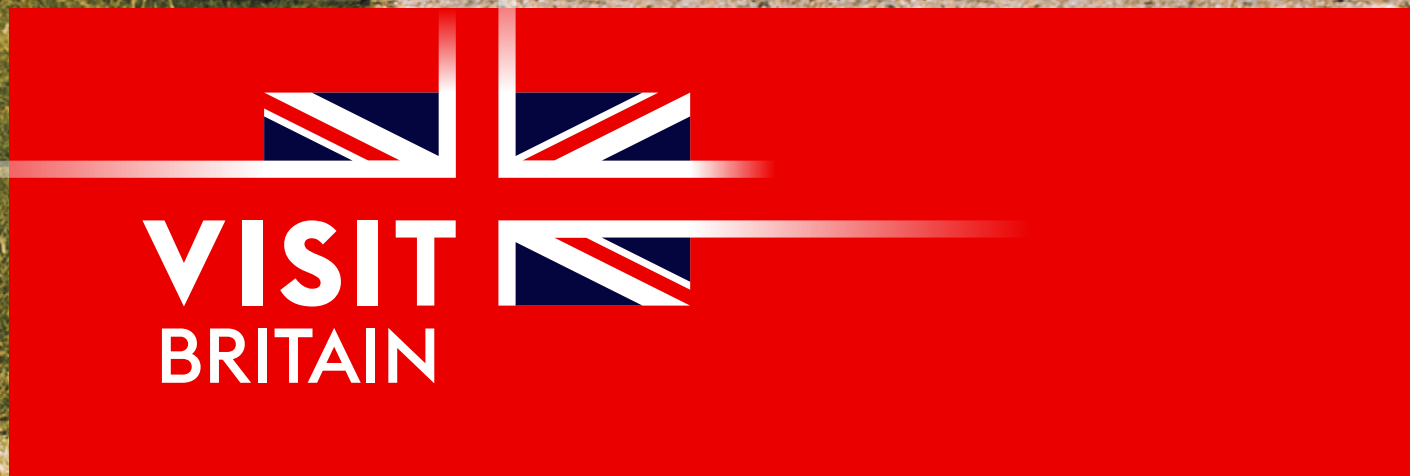


Event Sustainability Guidance

Do you want to be a novice, learner or leader?



Energy - Main Objectives

The venue has an environmental / energy policy in place which has energy reduction targets.

The venue can demonstrate progress towards meeting these targets.

Events have been designed to optimise energy efficiencies in all areas.

Venue Energy

	BASIC	BETTER	BEST
We will only work with venues that have	energy reduction targets in place	energy reduction targets in place and progress is reported on an annual basis	energy reduction targets and it can be demonstrated these have been met at least once within the last five years (excluding 2020-21)
Regarding green energy venues, we will	look for venues that use green energy tariffs	only propose venues that use green energy tariffs and can measure our event energy usage / carbon balance their emissions	only contract venues that use green energy tariffs / can measure our event energy usage / carbon balance their emissions
With regards to venue selection we will	only consider venues that hold a certification or accreditation standard, such as Green Tourism, Earthcheck, EcoSmart, ISO20121, or that demonstrate progress towards energy efficiency and reduction	only contract venues that hold a certification or accreditation standard, such as Green Tourism, Earthcheck, EcoSmart, ISO20121 or that demonstrate progress towards energy efficiency and reduction, or can demonstrate BREAM or LEED certification	only contract venues that hold a certification or accreditation standard of BREAM very good, LEED gold or equivalent alongside other certification or accreditations such as Green Tourism, Earthcheck, EcoSmart, ISO20121
The venue is able to provide	annual energy usage figures, so that we can calculate our energy use Use this equation (annual usage / m ² of venue) x m ² used / 365 x number of days hired)	energy meter readings from beginning to end of tenancy, so we can calculate our energy use	exact meter readings for our area of hire from beginning to end of tenancy

Event Energy

	BASIC	BETTER	BEST
We will map our power requirements	N/A	N/A	as part of the event planning process to accurately spec supplier energy requirements to reduce energy use
We will request suppliers monitor equipment usage	N/A	N/A	to report post event on whether energy supply was accurate or over-sufficient
It will be included on the daily duties job spec of the Event/Operations Manager	N/A	N/A	to power down all unused equipment and chargers, especially over-night, rather than leave on stand-by
We will design our event layout so that	N/A	N/A	areas requiring power during lower usage times, such as overnights or during the load-in and load-out are co-located to reduce the number of connections / generators required to be running during these periods
Energy used for the event is	calculated and carbon offset option offered to event owner	calculated and carbon offset by the event owner	calculated and carbon offset by the venue and the event owner (double accounting = good)

Temporary Power

	BASIC	BETTER	BEST
We will accurately map all power requirements for temporary power in order to	ensure all generators are running at above 50% load capacity for maximum efficiency	ensure all generators are running at 60-80% load capacity	ensure all generators are running at above 80% load capacity for maximum efficiency
We will request suppliers monitor equipment usage	for at least 50% of all generators	for at least 75% of all generators	for 100% of all generators
It will be included on the daily duties job spec of the Event/Operations Manager	N/A	N/A	contracted to provide fuel use data post event in order for us to measure our environmental impact

Travel & Transport

Events have been designed to reduce high-polluting audience travel.

An objective to measure at least 80% of staff travel is in place, to calculate the associated emissions for post-event reporting.

An objective to measure at least 80% of event transport is in place to calculate the associated emissions for post-event reporting.



Audience Travel

	BASIC	BETTER	BEST
The venue has been selected with the aim of reducing travel and transport requirements	and is served by public transport	with good public transport options near-by and cycle parking available	with multiple public transport options within a short walking distance, ample secure cycle parking, and no private car parking
Events, after parties, networking dinners etc will be planned so that venues are	accessible via dedicated event shuttle buses only to avoid individual car or taxi journeys	within walking distance or a short public transport ride, with attendees encouraged to explore and experience the area rather than taxi hop	within walking distance to each other with full digital walking maps provided to all attendees for use on phones and devices
Communications include specific messaging to promote low emissions means of transport as preferred modes of travel for attendees	alongside other travel options such as car parking, with full details on cycle parking and public transport routes on the event website, email pack or literature	as the only promoted or listed travel options with full details on cycle parking and public transport routes on the event website, email pack or literature	to every attendee when registering or purchasing a ticket, with a reward scheme in place for those that travel this way (such as entry to an exclusive area, gift tokens etc) and full details on cycle parking and public transport routes on the event info

Audience Travel continued

	BASIC	BETTER	BEST
We will measure the environmental impact of attendee travel	by estimating the travel distances and modes of transport from our attendees from our marketing data and audience demographics	by collecting accurate data from a sample of attendees and extrapolating this. This will be via a detailed survey of at least 25% of attendees	by collecting data from at least 75% of attendees including where they have travelled from and their mode of transport used. This will be embedded within the pre-event registration process
We will offer attendees an opportunity to carbon offset their travel	as a suggested add-on to attendees that they can opt to pay for when registering or purchasing a ticket	as part of the ticket price as standard, with cost varying depending on the mode of transport selected	with the full cost within the client budget, covered by the event rather than attendees

Other Travel

	BASIC	BETTER	BEST
Crew will be sought from	within the country to reduce the potential for international flights	within the region of the event, with local suppliers prioritized, and local event crew hired to supplement	all crew and suppliers are selected to be from the local area, within 50 miles of the event
Talent will be selected to mostly be	based within the same country as the event to reduce international flights	based within the same region as the event to reduce travel, or if international, to coincide with a tour to the country to reduce international travel	based within 50 miles of the event to reduce travel and support local artists
We will measure the environmental impact of crew travel	by estimating the travel distances and modes of transport from our crew based on supplier location	by collecting accurate data from 25% of a sample of crew and extrapolating this	by collecting data from at least 85% of crew including where they have travelled from and their mode of transport used and extrapolating the remaining 15% from this
We will carbon offset staff travel by	suggesting this as an option to crew so that they can choose to pay into, or have deducted from their invoices, via our chosen accredited offsetting supplier	with the full cost within the client budget, covered by the event, or matched 50/50 with contributions from crew suppliers and agency, with the cost varying depending on the mode of transport selected	including the full cost within the client or agency budget, covered by the event rather than crew or suppliers, with the cost varying depending on the mode of transport selected
We will review event transport data to report on carbon emissions and understand where future reductions could be made	N/A	N/A	N/A

where future reductions could be made.

Event Transport

	BASIC	BETTER	BEST
All road journeys will be assessed for their route with	a view to balancing fuel economy with duration of journey	the shortest, most fuel economic route prioritized over the quickest	the shortest, most fuel economic route always taken as a rule
ULEZ and Electric Vehicles All vehicles used are compliant with Euro 6 / China 5 or 6 / US Tier 3 standards (or other similar regional standard), and electric vehicles will be	requested from suppliers to use wherever possible	based within the same region as the event to reduce travel, or if international, to coincide with a tour to the country to reduce international travel	at every opportunity, taking into account current limitations for HGVs
We will measure the environmental impact of trucking, transport, and freight	by recommending our suppliers measure their impact	by asking our suppliers to submit their travel data for accurate measuring	by collecting accurate travel data using the sheet in the resources section of this plan, to be entered into an app such as TRACE to calculate total carbon emissions
We will review event transport data to report on carbon emissions and understand where future reductions could be made	for 25% of event transport	for 50% of event transport	for at least 75% of event transport
We will aim to source goods and materials manufactured locally to the event location <small>here future reductions could be made.</small>	wherever possible and within budget	within the country of the event, unless no such supplier exists	within a specified radius e.g. 50 miles of the event unless no such supplier exists

Food & Water

A comprehensive plan is created in partnership with caterers to detail how the impact of food sourcing will be mitigated across all catering deliverables.

There is an objective that the volume of reusable serveware, crockery and cutlery should not be exceeded by single-use equivalents across all catering touch-points.

Methods are in place to reduce food waste from, preparation surplus and over-portioning.

Sourcing

	BASIC	BETTER	BEST
We will request that caterers use ingredients that are	not flown to the UK by air	are in season / produced by the event country	are sourced within 75 miles of the event location and community farms are priorities
Menus are designed to	have an equal balance of meat / plant based options	have a greater proportion of seasonal plant based options than meat	100% plant based from seasonal produce
Where meat is part of the menu, we will request caterers only use pork, chicken and other meat that is	red Tractor assured to indicate UK raised to minimum UK standards	free Range or RSPCA assured and raised in the UK	free Range, Organic, UK raised or from identified local small producer
Where fish is part of the menu, we will request caterers only use fish that are	not on the Marine Stewardship Council's (MSC) "Fish to Avoid" list	on the Marine Stewardship Council's (MSC) "Best Choice" list	on MSC's "Best Choice" list & Organic or RSPCA assured only
Where eggs are part of the menu, we will request caterers only use eggs that are	free Range and from the UK	free Range, UK, and RSPCA assured or from local identified small producers	free Range, UK, certified Organic and from local identified small producers
In the case of Palm Oil	this will be confirmed RSPO by checking labels	this will be confirmed sustainable by researching products online or by using Giki app, recommended by WWF, to use a smartphone to scan the barcodes	all menus will be palm oil free

Service

	BASIC	BETTER	BEST
Audience and staff are requested to bring their own drinks containers to the event for water and for instances where on-the go hot drinks are served and	ensure that any single-use drinks containers we supply have an available recycling stream that can manage this type of waste	are in season / produced by the event country	we will supply deposit-scheme reusable drinks containers for those that do not
Avoidance of single-use packaging is mandated across all catering touch points unless essential (medical, health and safety or Accessibility reasons) and	we will aim to limit individually plastic wrapped items wherever possible, and look to recycle plastic where its use is unavoidable	not serve individually plastic wrapped items including bottled drinks and choose cans (first choice) or glass	not serve individually plastic wrapped items including plastic bottled drinks, and look across the whole supply chain, working with caterers who reduce/refuse plastic from their supplies
We will not give away unsolicited keep-cups, bottles or similar and will promote reusable schemes or “bring your own” ethos instead, as well as	eliminating straws, single-use cutlery, stirrers and sachets of condiments	only using recyclable disposable items (this does not include compostable or biodegradable) and recycled paper napkins	use crockery / glasses and reusable napkins and straws to avoid having any single use serveware at all
Where the application of single-use serveware is unavoidable	N/A	N/A	products are chosen based on the ability for the caterer / organiser to ensure effective and responsible end of life management, including effective management of ‘biodegradable’ or ‘compostable’ single-use materials

Food Waste & Surplus

	BASIC	BETTER	BEST
Menus are designed to utilise as much of a produce as possible to reduce preparation waste	we will let our caterers know that we support options for miss-shaped vegetable ingredients	we will source caterers that use odd shaped veg and practice Root to Shoot concepts	design menus that utilise preservation methods to reduce food waste, such as fermentation or pickling, and use otherwise normally wasted produce by empowering our caterers to design menus around odd shaped veg or Root to Shoot concepts, making this a key part of our menu offer, and promoting this approach to attendees
Separate waste streams for food waste and packaging waste (if in use) are provided for audience and staff	these are monitored to track waste segregation success	these are monitored to track waste segregation success. Guests and crew are encouraged to follow food waste management practices	these are monitored and staff are trained to separate packaging from food waste, to ensure waste segregation. Guests and crew are encouraged to follow food waste management practices
Management methods are in place to reduce the likelihood of food waste from surplus and over-portioning, such as pre-ordering for audience and staff and avoiding self-service buffets. To support this, we will	design catering to be inclusive without the need for multiple options. by making many options vegan/gluten free and avoiding nuts, shellfish and pork all together	gather dietary choices from crew and guests by communicating a “contact us for dietary requests” option, as well as design catering to be as inclusive as possible	gather exact food choices from all guests and all crew in advance, embedding this into the registration process

Food Waste & Surplus continued

	BASIC	BETTER	BEST
In advance of going onsite a plan is put in place to donate post-event surplus food through partnership with a food redistribution organisation Where the application of single-use serveware is unavoidable	have a go-to list of charities who will collect surplus food to re-distribute. We will also monitor the volume of food surplus to use as a marker for portion control at our next event	ensure charities have been lined up in advance to collect surplus food. We will also monitor the volume of food surplus to use as a marker for portion control at our next event	plan in advance to deliver surplus food to charities, if collection is a barrier for them, or have an option for guests to take away left-overs. We will also monitor the volume of food surplus to use as a marker for portion control at our next event

Production

A comprehensive plan is created in partnership with venues and production suppliers to detail how the impact of carbon and waste resulting from production design will be mitigated across the full event.

Practices are in place to eliminate purchases without an identified onward journey – like reuse, donation or recycling.

A venue assessment and inventory is conducted to assess suitability of existing way-finding signage to reduce duplication or production of unnecessary single-use signage.

Purchasing, Materials, Graphics & Signage

	BASIC	BETTER	BEST
Our design brief will empower fabricators and print suppliers to	propose solutions that consider where material volumes can be reduced in the first instance	propose solutions that prioritise the use of recycled materials and consider where material volumes can be reduced in the first instance	propose solutions that can incorporate hired assets into set designs, use recycled materials where hired stock cannot be incorporated and to design with limitation of raw and virgin material as a priority
Environmental impact varies between materials, especially when considering those that are fossil fuel based, non-renewable or mined. We will therefore	prioritise sustainable materials over synthetic ones	replace 50% of synthetic items with natural materials that are readily renewable such as sustainably sourced wood, paper, card, organic cotton (not conventional), hemp, rattan etc	all items will be made from natural materials that are readily renewable such as sustainably sourced wood, paper, card, organic cotton (not conventional), hemp, rattan etc
All wood will be sustainably sourced by	avoiding the use of woods marked with any level of threat classification on the Good Wood Guide: https://friendsoftheearth.uk/sustainable-living/different-types-wood-timber-az-good-wood	using locally grown FSC or PEFC certified woods only	use reclaimed or recycled timbers as far as possible, compromising on design where H&S is not challenged, and all other wood to be locally grown FSC or PEFC Certified woods only

Purchasing, Materials, Graphics & Signage continued

	BASIC	BETTER	BEST
PVC is toxic and harmful to planet and people, we will therefore	prioritise non-PVC graphic materials wherever possible	design to avoid use of PVC-graphic materials wherever possible and request alternatives from suppliers for consideration	mandate non-PVC graphic materials, compromising on design in order to eliminate this toxic material from our event supply chain and waste system. You can refer to isla's handy PVC-free print buying guide to see how to go about swapping to PVC-free. weareisla.co.uk/2021/11/18/better-buying-for-print-an-event-planners-guide/
Small format print outs will be avoided and we will	reduce the quantities to be printed, and print on recycled uncoated paper stock using vegetable inks	eliminate these materials and go 100% digital, with information shared on attendee's own devices (via apps or similar) and especially hired AV screens	eliminate these materials and go 100% digital with information shared on attendee's own devices (via apps or similar) and using pre-existing AV in the venue to avoid transporting hired equipment
There is a process in place to review proposed single-use assets in advance of purchase to understand if they can be avoided	N/A	N/A	the onward journey of assets and the ability to divert these from landfill or incineration forms part of purchasing decisions, alongside cost and suitability

Onward Life / Waste Management

	BASIC	BETTER	BEST
To ensure good waste management practices we will ensure	bins are grouped together and clearly labelled at eye height to facilitate easy recycling and waste disposal for both audience and staff	bins are grouped together and clearly labelled at eye height to facilitate easy recycling and waste disposal for both audience and staff and this is not compromised to accommodate 'design' choices	bins are grouped together and clearly labelled at eye height to facilitate easy recycling and waste disposal for both audience and staff and this is not compromised to accommodate 'design' choices. Waste streams are monitored and staff are trained to separate waste that has been inaccurately sorted, where this is not hazardous or poses any kind of H&S risk. weareisla.co.uk/2021/11/18/better-buying-for-print-an-event-planners-guide/
Separate waste bins will be provided in all Back and Front of House areas to enable segregation of waste by staff and attendees	with at least 2 types of bins; general waste and mixed recycling. If single-use cups are provided (such as coffee cups or bar cups) then recycling bins for these will be provided as standard	with at least 4 types of bins based on the expected event waste streams; e.g. general waste, plastic bottles, cans and glass. If single-use cups are provided (such as coffee cups or bar cups) then recycling bins for these will be provided as standard	with at least 4 types of bins based on the expected event waste streams; e.g. general waste, plastic bottles, cans and glass. Plus collection points for more specialist items near to where they may be found e.g. food waste bins near catering points. If single-use cups are provided (such as coffee cups or bar cups) then recycling bins for these will be provided as standard

Onward Life / Waste Management continued

	BASIC	BETTER	BEST
A target has been set to divert	at least half of single-use assets from landfill or incineration post-event	75% of single-use assets from landfill or incineration post-event	90% of single use assets from landfill or incineration post-event
Where a waste management contractor is not contracted via the venue, one will be chosen based on their sustainability credentials, ensuring they have a written Sustainability Policy and	offer segregated waste bins and skips as standard for; Paper, Card, Plastics, Glass, and Metal	offer segregated waste bins and skips as standard for all commonly recycled waste streams; Paper, Card, Plastics, Glass, Metal and food waste as well as specialist items such as cooking oil and batteries, and have transparent processing options for the streams of materials including which country they are sending them to	offer segregated waste bins and skips as standard for all commonly recycled waste streams; Paper, Card, Plastics, Glass, Metal and food waste as well as specialist items such as cooking oil and batteries, and have transparent processing options with all materials processed within the UK

**Any
questions?**

Visit our corporate website at www.visitbritain.org
Or contact VisitBritain Business Events team at
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