

# Eco-Friendly Corporate Events

This playbook outlines steps to incorporate sustainable practices and materials into corporate event planning. It focuses on minimizing environmental impact by choosing eco-friendly options throughout the event organization process.

## Step 1: **Goal Setting**

Define specific sustainability goals for the event. This could include reducing waste, using renewable energy sources, or ensuring materials are recyclable or compostable. It's important to set measurable targets so progress can be tracked.

## Step 2: **Venue Selection**

Choose a venue that shares your sustainability values. Look for venues with green certifications, energy-efficient systems, and an existing recycling or composting program.

## Step 3: **Supplier Vetting**

Select suppliers who can provide eco-friendly products and services. From caterers using locally sourced food to rental companies with sustainable furniture options, ensure suppliers are aligned with your sustainability goals.

## Step 4: **Material Choices**

Opt for reusable or recyclable materials for event signage, decorations, and attendee materials. Avoid single-use plastics and seek out items that can have a life beyond the event.

## Step 5: **Digital Integration**

Reduce paper waste by using digital alternatives wherever possible. This includes digital invitations, event apps for schedules and information, and online registration systems.

## Step 6: **Transportation**

Encourage the use of public transportation, carpooling, or shuttle services for attendees. If possible, choose a central location that is accessible by multiple forms of eco-friendly transport.

## Step 7: **Waste Management**

Implement comprehensive recycling and composting programs during the event. Clearly label disposal stations and inform attendees about proper waste segregation practices.

## Step 8: **Energy Efficiency**

Use energy-efficient lighting and audio-visual equipment. Consider sourcing power from renewable energy if the venue allows for this level of customization.

## Step 9: **Water Conservation**

Implement water-saving measures such as serving water on request only and using water-efficient fixtures in restrooms.

## Step 10: **Post-Event Review**

After the event, review outcomes against the sustainability goals that were set. Gather feedback from attendees and suppliers to improve future events.

## **General Notes**

### **Engagement**

Keep all stakeholders informed about the sustainability efforts being made. Their buy-in is crucial for the success of these initiatives.

### **Continual Improvement**

Use the post-event review to identify areas of improvement. Sustainability is an ongoing process; aim to make each event more sustainable than the last.