

SUSTAINABLE EVENT PLANNING



Exmouth
Town Council



WE'RE
TREADING
MORE
LIGHTLY

SUSTAINABLE EVENT PLANNING

Planning is key to identifying and collecting the data you need, ensuring your actions meet your aims, and communicating your journey to your audience.

Most of the key work happens in the pre-event stage. Work through the list and ask yourself questions, gather information and quotes, and assess what's feasible for your event.

If you can't tackle everything, identify which areas will produce the biggest carbon reduction and/or the clearest messaging.

PRE-EVENT ACTIVITY

- Familiarise yourself with the carbon calculator spreadsheet as your first action
- Identify the data you need to collect to measure the carbon footprint of your event
- Make a plan for how you will collect and measure your data on
 - Power
 - Waste
 - Travel
 - Purchasing
 - Resourcing
- **Surveys**

Surveys are very useful to get quantitative data which can be extrapolated across your whole audience. It's important to get enough data to make it 'statistically confident'

 - Use links in websites, social media and emails to get feedback
 - If your event is ticketed, add data gathering into the ticket-buying process
 - Utilise volunteers or pay students to carry out paper surveys at the event
 - Ask activity leaders or door staff to keep records of how many people attended or participated
 - Think about how you will process and evaluate your research
- **Power**
 - Can you utilise mains power or solar power?
 - Some suppliers can provide battery powered PAs or battery generators
 - There are solar powered stages available for hire (see resources)
 - Bio-diesel generators are available to hire
 - Think about energy efficiency – talk to your production team
- **Waste**
 - How can you reduce waste at your event? Set sustainability goals with traders
 - Look at all your local waste disposal options, list pros and cons
 - Consider adding food waste collection at your event
 - Identify how you can improve your waste streams
 - Consider signage and/ or bin toppers to encourage correct bin usage

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- **Travel**
 - Use local services and hire goods as much as possible
 - Utilise performers from local area – set a percentage from within your town, district, county and area. This makes you choose carefully the artists you will bring from further afield
 - Use local infrastructure as much as possible
 - Encourage artists and traders to consider their travel – car share, minimise trips, carbon offset, etc
 - Promote lower carbon travel methods, and incentivise where possible
- **Purchasing**
 - Local goods will have less far to come = lower carbon
 - Local services keeps money in the local economy
 - Try not to buy any single use items – buy items with a longer life, or hire them locally
 - Write sustainability into the trader applications
 - Create banners without dates that can be re-used
 - Buy banners made of non-PVC materials such as kavalan
 - Use sustainable options for printing
- **Resourcing**
 - Identify local groups/volunteers who may support you and brief them
 - Appoint a trader/artist co-ordinator

COMMUNICATION & MESSAGING

- Know your audience!
 - Who is coming to your event?
 - What do they already know about sustainability?
 - What channels can you reach them on?
 - Don't forget to include traders, performers and artists in your messaging. (Help them to spread the word that your event is going to be sustainable.)
- How will you embed sustainability in your event?
 - Decide whether sustainability should be a separate 'strand' of your event or whether will you embed it throughout all your marketing – or both
- Identify key messages to share before, during and after the event
 - Decide what areas to focus on (food, travel, waste, purchases, other). See examples.
- Contact traders, artists and performers ahead of the event to make them aware of your sustainability goals and ask them to share on their socials
- Decide how you will share your messaging & consider the footprint of each channel.
Design content for:
 - Social media
 - PR, radio etc

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- Printed advertising (leaflets/posters/banners) - can they be reused?
- Newsletters and emails
- Local magazines and newsletters
- Dedicated website
- Design and print on-site notices (see templates)
- Write sustainability announcements for any MCs and comperes
- Create signposting for bins, compost toilets etc with positive messaging (see examples)

DURING THE EVENT

- Setting up – talk to traders, get notices displayed
- Collect data through surveys etc
- Engage audiences in the planned activities
- Get photo evidence of your actions for sharing
- Have on-the-ground volunteers to explain your green initiatives/activities - “Talk to us about sustainability”
- Take plenty of photographs/video to document your green initiatives in action
- Get activity leaders and volunteers to keep an estimate of how many people participated in activities and initiatives
- Monitor how well actions are working e.g. using correct waste bins
- Share on your social media channels and live stream eco activities

POST-EVENT

- Collect feedback and data from activity leaders and volunteers
- Process data and enter it into the spreadsheet
- Analyse results and identify any future improvements in data collection or carbon reduction
- Feedback your results to traders and artists
- Communicate widely your environmental outcomes via social media, PR, local groups etc.