

SUSTAINABLE EVENT IDEAS



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ABOUT THIS DECK

This deck contains a menu of ideas to help drive positive environmental and societal benefits from events.

The ideas cover four areas:



**VENUE &
SPACE**



**DÉCOR &
SIGNAGE**



**FOOD &
BEVERAGE**



**OUTREACH &
EDUCATION**

PRIMARY BENEFITS

Each idea delivers a primary societal and/or environmental benefit. Some deliver multiple. Planners can select ideas based on their clients' priorities.



**SAVE
WATER**



**SAVE
ENERGY**



**SAVE MATERIALS
& WASTE**



**ENGAGE
COMMUNITY**

POTENTIAL COSTS

Unlike common perception, it does not need to cost more to drive environmental or societal benefits during an event. Each idea may have a different impact on event costs.



Likely no
cost impact



Potentially
lower costs



Costs may go
up/down



Potentially
higher cost

UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (UN SDGS)

The UN SDGs were established in 2015 as a set of goals to help improve the world by 2030. Each idea in this deck supports one or more of the goals.





VENUE & SPACE



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CHOOSE DESTINATIONS WITH ROBUST SUSTAINABILITY STRATEGIES



11 SUSTAINABLE CITIES AND COMMUNITIES

SAVE WATER

SAVE ENERGY

SAVE MATERIALS AND WASTE

ENGAGE COMMUNITY



CHOOSE ENVIRONMENTALLY CERTIFIED VENUES



11 SUSTAINABLE CITIES
AND COMMUNITIES

SAVE
WATER

SAVE
ENERGY

SAVE MATERIALS
AND WASTE

ENGAGE
COMMUNITY



CHOOSE VENUES WITH ROBUST HEALTH & SAFETY PROTOCOLS





CHOOSE VENUES THAT USE RENEWABLE ENERGY



7 AFFORDABLE AND
CLEAN ENERGY



CLEAN
ENERGY



LOWER CARBON
FOOTPRINT





CHOOSE VENUES THAT USE ENERGY-EFFICIENT LIGHTING



7 AFFORDABLE AND
CLEAN ENERGY



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



SAVE MATERIALS
AND WASTE



CLEAN
ENERGY



LOWER CARBON
FOOTPRINT





CHOOSE VENUES THAT DIVERT FOOD SCRAPS FROM LANDFILL



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



LESS
WASTE





CHOOSE VENUES THAT DONATE UNSERVED FOOD TO CHARITY



2 ZERO
HUNGER



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



SAVE MATERIALS
AND WASTE



ENGAGE
COMMUNITY





CHOOSE VENUES THAT DIVERT MATERIALS FROM LANDFILLS



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



LESS
WASTE





CHOOSE VENUES THAT CONSERVE WATER



6 CLEAN WATER
AND SANITATION



SAVE
WATER





BOOK SPACE WITH NATURAL LIGHT



3

GOOD HEALTH
AND WELL-BEING

7

AFFORDABLE AND
CLEAN ENERGY

SAVE
ENERGY

ENGAGE
COMMUNITY



BROADCAST / LIVESTREAM SESSIONS





CHOOSE VENUES COMMITTED TO HUMAN RIGHTS



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



ENGAGE
COMMUNITY





CHOOSE VENUES COMMITTED TO DIVERSITY, INCLUSION, EQUALITY & BELONGING



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS

ENGAGE
COMMUNITY



REQUEST GENDER NEUTRAL RESTROOMS





REQUEST LACTATION ROOM





RELEASE SPACE YOU LIKELY WON'T NEED



17 PARTNERSHIP
FOR THE GOAL

SAVE
WATER

SAVE
ENERGY

SAVE MATERIALS
AND WASTE



DÉCOR & SIGNAGE



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REQUEST ALTERNATIVES TO FRESH CUT FLORALS



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION

An orange square containing the text "12 RESPONSIBLE CONSUMPTION AND PRODUCTION" and a white infinity symbol (∞) below it.

SAVE MATERIALS
AND WASTE

A brown square containing the text "SAVE MATERIALS AND WASTE" and a white circular arrow icon below it.



CHOOSE DECOR INCORPORATING BIOPHILIC DESIGN IDEAS



11 SUSTAINABLE CITIES
AND COMMUNITIES

A white icon of a city skyline with a house, set against an orange background.

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION

A white icon of an infinity symbol, set against an orange background.

SAVE MATERIALS
AND WASTE

A white icon of a circular arrow, set against a brown background.

ENGAGE
COMMUNITY

A white icon of two people silhouettes, set against a purple background.



REQUEST UPCYCLED / REUSED DÉCOR, PROPS, FURNITURE



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION

SAVE MATERIALS
AND WASTE



SUPPORT LOCAL, DIVERSE / MINORITY-OWNED BUSINESSES



5 GENDER EQUALITY

8 DECENT WORK AND ECONOMIC GROWTH

10 REDUCED INEQUALITIES

ENGAGE COMMUNITY



REQUEST DIGITAL SIGNAGE



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



WELCOME!

PLEASE
PROCEED
TO THE
SECOND
FLOOR TO
CHECK-IN.



TRADE OFF
(MORE ENERGY)



SAVE MATERIALS
AND WASTE





REQUEST SIGNAGE THAT IS RECYCLABLE AND/OR MADE OF RECYCLED MATERIALS





PROVIDE PRACTICAL AND REUSABLE GIVEAWAYS



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



SAVE MATERIALS
AND WASTE





REDUCE SIZE OF SIGNS / USE LESS SIGNAGE MATERIAL OVERALL



WELCOME



REGISTRATION

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



SAVE MATERIALS
AND WASTE





REQUEST THAT SURPLUS EXPO MATERIALS ARE DONATED TO CHARITY





FOOD & BEVERAGE



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ADD VEGAN / VEGETARIAN ITEMS



3 GOOD HEALTH
AND WELL-BEING

15 LIFE
ON LAND

LOW WATER
FOOTPRINT

LOW CARBON
FOOTPRINT

LOW MATERIALS
FOOTPRINT

ENGAGE
COMMUNITY



REQUEST LOCAL / SEASONAL PRODUCE



8 DECENT WORK AND ECONOMIC GROWTH

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

SAVE FUEL

SAVE MATERIALS AND WASTE

ENGAGE COMMUNITY



REQUEST ORGANIC PRODUCE



3 GOOD HEALTH
AND WELL-BEING

A white icon on a green background showing a heartbeat line and a heart.

15 LIFE
ON LAND

A white icon on a green background showing a tree and birds.

BETTER
MATERIALS

A white icon on a brown background showing a circular arrow.

ENGAGE
COMMUNITY

A white icon on a purple background showing two people silhouettes.



REQUEST SUSTAINABLE SEAFOOD





REQUEST ORGANIC MEATS



3 GOOD HEALTH AND WELL-BEING

15 LIFE ON LAND

BETTER MATERIALS

ENGAGE COMMUNITY



COMMUNICATE SUSTAINABLE FOOD DETAILS WITH ATTENDEES





REQUEST CERTIFIED SUSTAINABLE TEA & COFFEE



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



15 LIFE
ON LAND



SAVE MATERIALS
AND WASTE



ENGAGE
COMMUNITY





REQUEST LOCAL / CERTIFIED SUSTAINABLE BEER, WINE, SPIRITS



8 DECENT WORK AND
ECONOMIC GROWTH

A white icon on a maroon background showing a bar chart with three bars of increasing height and an upward-pointing arrow.

12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION

A white icon on an orange background showing an infinity symbol (∞).

BETTER
MATERIALS

A white icon on a brown background showing a circular arrow, representing a cycle or recycling.

ENGAGE
COMMUNITY

A white icon on a purple background showing two stylized human silhouettes facing each other.



REQUEST REUSABLE DISHWARE & UTENSILS (LIMIT DISPOSABLES)



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



BETTER
MATERIALS





REQUEST WATER STATIONS





USE REUSABLE BOTTLES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



SAVE MATERIALS
AND WASTE



ENGAGE
COMMUNITY





REQUEST THAT GLASSES NOT BE PRE-FILLED



6 CLEAN WATER
AND SANITATION



SAVE
WATER





REQUEST COMPOSTABLE DISPOSABLES



12 RESPONSIBLE
CONSUMPTION
AND PRODUCTION



BETTER
MATERIALS





REQUEST COMPOSTABLES ARE SENT FOR COMPOSTING





OUTREACH & EDUCATION



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HOST A CARBON NEUTRAL EVENT





HOST A ZERO WASTE EVENT





COMMUNICATE & PROMOTE SUSTAINABILITY ELEMENTS TO ATTENDEES



17

PARTNERSHIP
FOR THE GOAL

ENGAGE
COMMUNITY



HOST SESSIONS FOCUSED ON SUSTAINABILITY



CLEAN WATER
AND SANITATION



AFFORDABLE AND
CLEAN ENERGY



DECENT WORK AND
ECONOMIC GROWTH



INDUSTRY, INNOVATION
AND INFRASTRUCTURE



REDUCED
INEQUALITIES



SUSTAINABLE CITIES
AND COMMUNITIES



RESPONSIBLE
CONSUMPTION
AND PRODUCTION



CLIMATE
ACTION



LIFE
BELOW WATER



LIFE
ON LAND



PEACE,
JUSTICE
AND STRONG
INSTITUTIONS



PARTNERSHIPS
FOR THE GOALS



4
QUALITY
EDUCATION



17
PARTNERSHIP
FOR THE GOAL



ENGAGE
COMMUNITY



ENSURE DIVERSE REPRESENTATION AMONG SPEAKERS



10 REDUCED INEQUALITIES

ENGAGE COMMUNITY



OFFER ADDITIONAL ACCESSIBILITY ACCOMMODATIONS FOR ATTENDEES





ENGAGE PARTNERS TO SPONSOR SOME SUSTAINABLE EVENT IDEAS



17 PARTNERSHIP
FOR THE GOAL



ENGAGE
COMMUNITY





HOST EVENTS OUTDOORS



3

GOOD HEALTH
AND WELL-BEING

SAVE
ENERGY

ENGAGE
COMMUNITY



ASK YOUR VENUE TO PROVIDE A SUSTAINABILITY TOUR



4 QUALITY
EDUCATION



ENGAGE
COMMUNITY





OFFER WELLNESS ACTIVITIES



3 GOOD HEALTH
AND WELL-BEING



ENGAGE
COMMUNITY





SUPPORT CHARITIES WITH ONSITE, OFFSITE, OR VIRTUAL VOLUNTEER ACTIVITIES



1 NO
POVERTY

17 PARTNERSHIP
FOR THE GOAL

ENGAGE
COMMUNITY



SUPPORT CHARITIES WITH CASH OR IN-KIND DONATIONS



1 NO
POVERTY

17 PARTNERSHIP
FOR THE GOAL

ENGAGE
COMMUNITY



REQUEST A SUSTAINABLE EVENT REPORT



YOUR IDEAS

YOUR IDEAS