



SUSTAINABLE EVENTS

A SUSTAINABILITY PARTNERSHIPS TOOLKIT



SUSTAINABILITY
PARTNERSHIPS

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SUSTAINABLE EVENTS

This toolkit has been developed in collaboration with Imageco, one of the UK's leading print and signage companies.

Imageco are green to the core. They host an extensive range of eco-friendly materials; using less carbon-intensive production methods and carbon-offsetting. They are leading the way in sustainable wide-format printing and in the hope to inspire others to follow suit. One of their specialities, is in creating greener events.

In fact, trade show and event industries are considered to be one of the most unsustainable industries in the world. From attendee waste going into non-segmented waste streams to plastic merchandise winding up in bins outside the venue, there are few elements of the events industry that do not create high levels of waste.

A shocking average of 600,000 tons of waste is created every year by convention attendees.

So that leads us to the question; how can your next event have as little impact on the planet as possible!?

We have come up with 4 main points to consider when creating your next event!



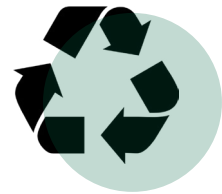
**WASTE
MANAGEMENT**



**GREEN
MATERIALS**

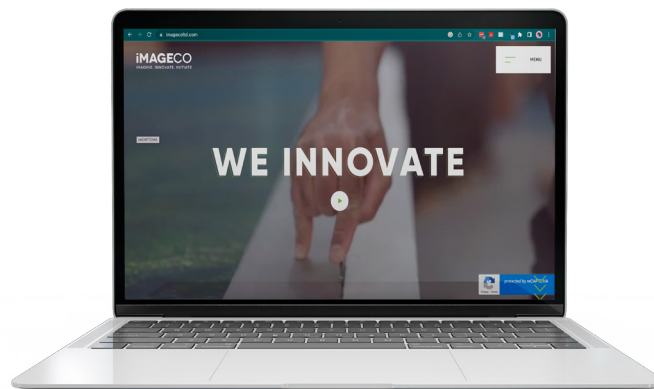


**SUSTAINABLE
MERCH**



RECYCLE

Find out more about Imageco's sustainable services [here](#).



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Green Materials

The first thing you need to consider when planning your green event is the materials you are using for stands and displays. Are they heavy on plastics? Is the material recyclable?

A great solution is cardboard engineering. Cardboard engineering is the art of building sheets of card into a 3D design to create a fully recyclable, yet sturdy structure. Capable of being built into complex designed, cardboard engineering provides the perfect solution for sustainable events.



Sustainable Merch

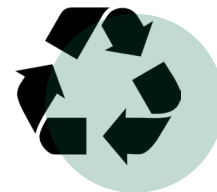
If you're thinking of handing out merch at your event, consider what's going into it and whether there is a sustainable swap that would represent your values a little better.

Branded reusable coffee cups or water bottles are always a great option, because not only are you handing out something that's unlikely to be instantly thrown away, but you're encourage attendees to practice less wasteful behaviours outside of the event.



Waste Management

Ensuring there are properly segmented waste streams should be your next port of call. It's all too easy for event organisers to scatter a few 'all-purpose' bins around the venue, meaning all waste winds up in landfill. If you don't give your attendees the opportunity to recycle, you're missing the base requirement of a sustainable event space.



Reduce, Reuse, Recycle

Keeping your next event green doesn't stop once the event is over! How are you disposing of all the display equipment you've used? Make sure this goes into the correct waste streams, and this also links us right back to that first point of considering your materials! The more you can reuse displays stands or at the bare minimum, recycle them – the better!



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