



Panoptic Events

SUSTAINABILITY AT EVENTS: PANOPTIC WITH BETTERNOTSTOP

BY PANOPTIC EVENTS

WE CREATE EXPERIENCES



Panoptic /pan'optik/ (Adj) "taking in all parts, aspects, etc, in a single view; all-embracing"

A Message from Our CEO



Craig McGee:

"After attending many events in various countries, I was always finding myself after events with lots of paper, brochures, tote bags and pens - it was ultimately a lot of waste!

I went to Bali in 2015 and loved the country and got to learn about the wildlife in the area. I then heard a story a couple of years later about two 14 year old girls who began a campaign to ban plastics on the island.

I returned to Bali in 2019 and realised there was absolutely no plastic anywhere - the campaign was a success. This got me thinking - if two 14 year old girls can make this sort of impression on a country, could we help move the events industry into the same direction, and make it more sustainable by using less waste.

Thorough working with Rebecca Ricketts from the Glasgow Chamber of Commerce, and with gaining more knowledge on the circular economy, I began to learn about what was happening in the events world in terms of sustainability.

2020 made me realise I could now suddenly create a 'Green Print' for how Panoptic Events will move forward in terms of sustainability. With that in mind, we have begun to look into our supply chain, the venues we use and other companies CSR initiatives, and believe this should be taught to others in order for us to move forward as an industry."



Waste at Events

Facts about the waste that is produced hosting a live event.



85%

of the waste produced by an attendee is sent to landfill.

1.89kg

The amount of waste a typical event attendee produces per day.



Food at an event can comprise a minimum of

20%

sometimes even as much as

60%

of an event waste stream.



Out of **649** festival goers, **71%** agree that waste is a negative environmental impact of festivals.



ARE YOU READY TO MAKE A CHANGE?

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Certified B Corporations

What are B Corporations?

There are over 500 B Corporation Businesses around the world.

Businesses who are Certified B Corporations (also known as B Corps) have met top standards of verified 'social and environmental performance, public transparency, and legal accountability to balance profit and purpose'.

The aim of this certification is to push businesses to follow a global culture shift and help build a sustainable economy.

Businesses who are within the B Corps community strive to 'reduce inequality, lower levels of poverty, a healthier environment, stronger communities, and the creation of more high quality jobs with dignity and purpose'.

Popular B Corporations:



graze



HARROGATE
SPRING WATER



**The priority is how can we all
REDUCE as much as possible.
Therefore, we don't have to REUSE
and RECYCLE.**



**Make your next event greener by
REDUCING!**

Event Venues & Sustainability

Flexperiences

In March 2021, Wunderman Thompson released the idea of 'Flexperiences' being the future of event venues. A 'Flexperience' is how venues can creatively repurpose existing venues and assets for multi-use.

A fantastic example comes from Populous in Toronto, Canada, who are building a new arena in the area. This venue is being designed so it can host a range of events, from operas to esports tournaments and is scheduled to open in 2025.

The space contains traditional theatre-styled areas and sports arenas for hybrid functionality. 'The design of the theatre was neither conceived as a sports arena nor an opera house', says Populous senior principal Jonathan Mallie, 'rather, a new typology that straddles the two'.

This cross in combining different event spaces, from micro-venues to arenas, leads to better and more sustainable spaces, as they can be adapted to any style of event. These types of venues will begin to replace niche, specialised spaces for events.

Online Platforms

Of course, since 2020 there has been a huge increase in online events, and the softwares and platforms we are using are constantly improving.

Augmented reality (AR) became a big element in creating interactive event platforms which make you feel you are at an event thousands of miles away.

As for platforms, 'Hopin' is a great example of how to replicate the in-person conference space in the online world. With such technology, event professionals can tie in the idea of the flexperience, as the same event can be hosted in multiple countries all at once.

As a result of this experience, there has been a noticeable drop in CO2 emissions as there is less travelling occurring. In fact, due to restricted travel, by April 2020 the daily global CO2 emissions rate decreased by 17% - a great piece of news in terms of sustainability. We should also note that the travel restrictions did not stop people from attending events around the world, because of the boost in online events. Instead, event professionals actually noticed that the online event world addressed a lot of accessibility issues. Those who have not been able to access live events are now able to do so, plus in a sustainable fashion.



Event Venues & Sustainability

Utilising Renewable Energy & Recyclable Goods

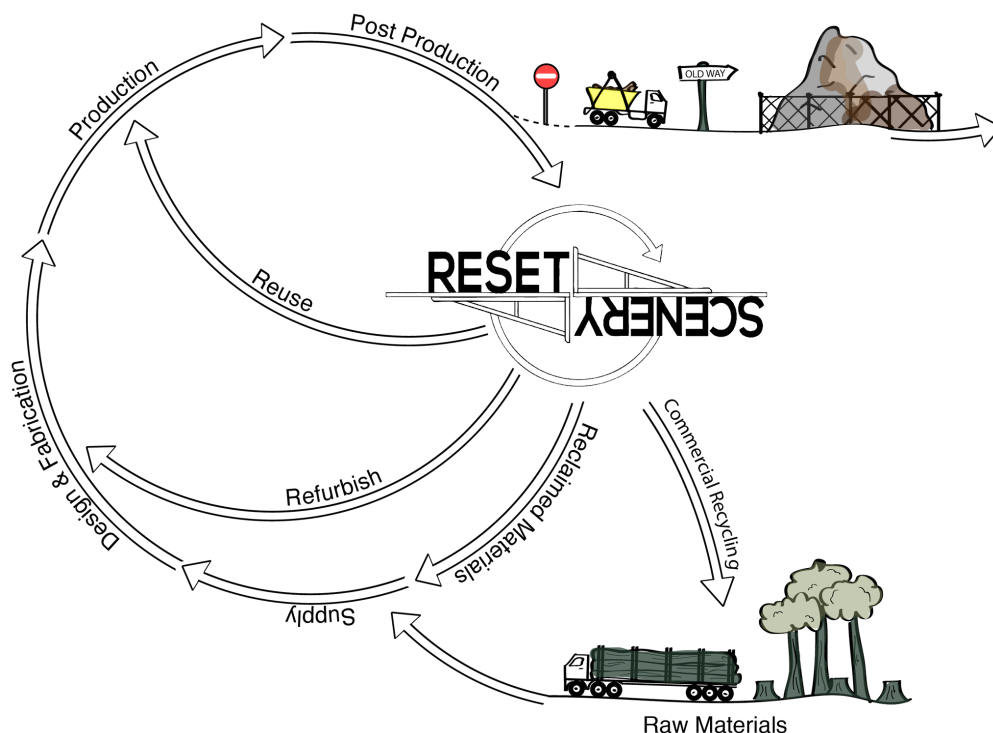
By producing greener events, the event industry will assist with reducing climate change in so many different ways. We have already begun to see an increase in venues, and companies within the industry, using renewable energy sources as a way to power their events.

One venue in Glasgow recently announced they are installing 'a state-of-the-art renewable heating and cooling system', which will take the body heat from the attendees and convert it into a renewable energy source.

Other ways venues have used renewable energy sources is through the installation of solar panels.

As for recycling goods for events - Glasgow-based company Re-Set Scenery has addressed just that issue. Re-Set Scenery takes in any unwanted scenery, props and furniture, which would usually go to landfill, and offers a hire service where people can rent the props, etc. to be used at other events.

Below is a diagram from Re-Set Scenery explaining their process:



Event Venues & Sustainability

Massive Attack Case Study

In 2019, English Electronic band, Massive Attack, partnered with researchers from Manchester University's Tyndall Centre for Climate Change Research to look into how the wider music industry could begin to offset more of its CO2 emissions.

It's no surprise that going on a tour around the globe comes with a lot of travel, transport, big venues and flashy productions, but this also comes at the cost of the planet!

Researchers from the Tyndall Centre will be analysing the data from the bands touring and recording schedule to monitor three key areas where CO2 emissions are generated: band travel/production, audience transport and venue. The data from these findings will be compiled to create a set of guidelines which will help the live events industry to reduce its negative environmental impact.

The band have discussed utilising Elon Musk's 2017 invention - 'Semi: the safest, most comfortable truck ever. Four independent motors provide maximum power and acceleration and require the lowest energy cost per mile.' This improvement in transport is the beginning of a huge change.

Falkensteiner Hotels, Croatia Case Study

Hotel group Falkensteiner, based in Croatia, has made a promise to their guests to operate in the most eco-friendly way that they can. They are primarily doing so by installing a Water Plant into the hotel. This plant will pump seawater which can then be used in various ways:

- **Energy Generation:** The water can be used for controlling the temperatures in the accommodation complex.
- **Desalination system:** The seawater is desalinated and can be used as drinking water. The remaining water from the purifying process is then returned to the sea.
- **Purification System:** Wastewater is purified using a biological sewage plant and stored with the collected rain and rinse water from washing facilities. This water is then used in toilets and for watering the surrounding gardens.

Sustainable Marketing

Giveaway Brand Reminders

How many times have you been at an event and received a bunch of pens, sticky notes, leaflets, badges? Our guess is A LOT! Most of the time these freebies are not environmentally friendly and end up being put in the bin before you even get home. Over recent years, the industry has gone back to the drawing board and looked into how people can make these items a lot more environmentally friendly. Below we've listed a variety of ideas for you to try out for your next event:

- Reusable tote bags made from recycled products.
- Seeded paper bags - Plant your bag and as it degrades, the seeds will soon grow into flowers!
- Solar powered battery packs
- Glass bottles
- Recycled pens
- Eco-friendly packaging
- Seed sticks - similar to the seeded paper bags, the match sticks are planted into the ground and flower.

For more sustainable ideas - check out [Buddy Burst!](#)

Sponsorship

Look into sponsors who could supply services like:

- Free water source and paid branded bottles, for those who forgot to bring one
- Biodegradable packaging for food
- Branded jute bags
- and lots more!



UN Sustainable Development Goals

What are the UN Sustainable Development Goals?

The United Nations Sustainable Development Goals are a set of 17 goals which were adopted by all United Nations Member States in 2015.

The 17 goals provide a roadmap for businesses and individuals in the UN to assist with restoring peace and prosperity for people and the planet, now and into the future.

These goals help to recognise that 'ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests'.

If you are interested in seeing how you can align your business with these goals, we recommend having a look at the 'SDG Action Manager'. This is a free assessment that businesses can use to see which of the UN Sustainable Development Goals they should be focusing on inline with their own business structure.

For more information on the 'SDG Action Manager' - [Click here!](#)

Or, click the image below to watch the 'Introduction of the SDG Action Manager' video.



UN Sustainable Development Goals



- | | |
|---|--|
| 1. No poverty | 10. Reduced inequalities |
| 2. Zero hunger | 11. Sustainable cities & communities |
| 3. Good health & well-being | 12. Responsible consumption & production |
| 4. Quality education | 13. Climate Action |
| 5. Gender equality | 14. Life below water |
| 6. Clean water & sanitation | 15. Life on land |
| 7. Affordable and clean energy | 16. Peace, justice & strong institutions |
| 8. Decent work & economic growth | 17. Partnerships for the goals. |
| 9. Industry innovation & infrastructure | |

UN Sustainability Goals

Kerry Case Study

In August 2020, the Kerry Convention Bureau created a 'Green Team' to assist with reinforcing sustainable practices within their business.

Using their 'Green Team', the business were able to review the activities they were carrying out and discover where they could restructure, allowing them to protect the environment as much as possible.

Their strategy included reviewing their business model and altering elements such as:

- Mind-set
- Behaviours
- Practices and processes.

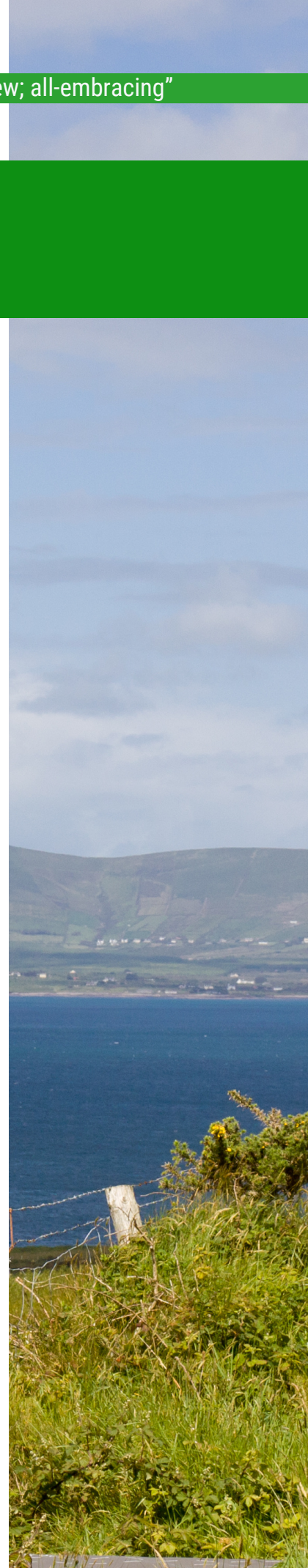
The Kerry Convention Bureau also considered the UN Sustainable Goals within their strategy, which resulted in being the basis of their sustainability policy. They took particular interest in aligning with the following goals:

- Number 1: No Poverty
- Number 6: Clean Water and Sanitation
- Number 12: Responsible Consumption and Production
- Number 13: Climate Action
- Number 15: Life on Land
- Number 17: Partnership for the Goals

As a result of the Kerry Convention Bureau's passion towards sustainability, they received great recognition for all of their fantastic work, including:

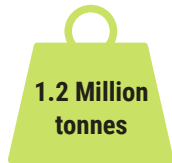
- Ranking #20 in the 2019 'Global Destination Sustainability Benchmarking. Program', Ranked #1 as the 'Most Improved Destination'.
- Joint winners of 'Most Improved Destination Award' with fellow Convention Bureau of Ireland partners.

More information on the Kerry Convention Bureau's Sustainability policy can be found [here](#). Additionally, you can read more about how they are '[Keeping it Green](#)'.



UN Sustainability Goals

Food Waste



Around 1.2 Million tonnes of food is thrown away in the UK as a **result of 'cooking too much' or 'too much being served'.**



Food waste is responsible for **8% of all greenhouse gas emissions.**



Every year in the UK, we **throw away 18% of the food we buy.**

Food waste, not only at events, but around the world is a huge issue and is one of the biggest things we need to change.

What's the easiest way to do this? As an event planner, you need to make it EASY for your attendees to reduce and recycle.

Don't want people to buy water bottles? Tell them to bring bottles or get a sponsor to hand some out and have a free water source. As mentioned earlier on, you can tie this into a brand awareness or sponsorship campaign.

How we are served food at events is something which needs to be controlled more as well. By monitoring portion sizes, the amount of food waste at events would decrease. Then, by placing this food in biodegradable packaging will make this element environmentally-friendly too. Prior to an event, event professionals should encourage attendees to preorder food, meaning portions can be monitored, and the waste is minimised.

There are many ways we can deal with leftovers at events. For example, food can be donated to local charities, equally, just before an event is due to close, vendors could sell food at a heavily discounted price, and a profit can still be made for them.

Apps such as 'To Good To Go' makes donating food an easy step. For more information on this, check out the ['To Good To Go' website!](#)

Further to these waste options, event professionals should look into using locally sourced food for catering purposes. For example, they should not be encouraged to use strawberries in December or Orange Juice, as these items are imported and add to greenhouse gas emissions.



Event Professionals Roles

Safety

After the recent global events, people want to feel safe when they return to face-to-face event spaces - event professions need to give a positive social impact. This is not only to be done by adjusting how we can deal with carbon offsetting, but by having safe measures such as wearing masks, offering hand gel, and making sure touch points and other facilities are always well sanitised. Events need to be accessible and safe for everyone.

A question to ask yourself, as an event professions is:

How are you looking after the people and how are you looking after the planet?

As event planners, we need to show confidence at events - providing a safe space which is also good for the planet is our job.

During the last year the event industry has suffered a lot, and still is. At the time of writing there is no insurance to assist with cancelling events, if it is necessary - it is a difficult balance we are facing. We are building our business back up and considering sustainability more now than ever.

In terms of social and environmental impact, it does come at an operational cost. That might mean right now businesses cannot afford this, however there are small tasks you can start to carry out for the future. Create a roadmap for the future on how you can become a more sustainable business, then you can action this when the time is right.

Other Things to Consider

Remember, not only are event professionals responsible for creating a sustainable future but so are the suppliers, sponsors, attendees and everyone else involved.

How do we implement these changes and make everyone responsible? We ask them! Ask your attendees how you could change processes so they can be more eco-friendly, is there an easy way for them to help? Mention to your suppliers about food waste and how they can assist with minimising this. Speak to your sponsors, they may be able to help fund ways to be more sustainable!

A great resource to have a look at for your next event is 'The Purple Guide'- [check it out here!](#)



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CREATE YOUR LEGACY NOW.

MARCH 2021

SUSTAINABILITY AT EVENTS: CREATING A 'GREEN PRINT.'

A hand holding a small tree with a green circular graphic in the background. The graphic consists of concentric circles and a gear-like pattern, symbolizing sustainability and environmental impact.

PREPARED BY

ABIGAIL MCLOUGHLIN OF **PANOPTIC EVENTS**, IN COLLABORATION WITH **CRAIG MCGEE, HANNAH COX** AND OUR '**SUSTAINABILITY IN EVENTS**' CLUBHOUSE ROOM GUESTS.

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