



MAKING EVENTS GREEN AROUND THE GLOBE

BY PANOPTIC EVENTS



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

WE CREATE EXPERIENCES

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 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 in the same direction and make it more sustainable by using less waste?

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

2020 made me realise I could create a 'Green Print' for how Panoptic Events will move forward in terms of sustainability. With that in mind, we have looked 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

The average 1000-person event
reputedly produces

530 metric tons
of CO₂e emissions

On average, an
individual event
attendee produces

1.89kg
of waste per day

85

percent of the
waste produced by
the attendee is then
sent to landfill



Scotland has an
ambition to reduce
food waste

33% by
2025

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What's happened so far?

What's changed?

After what feels like forever, the live event industry is making its comeback! With this comeback has come a new outlook on how we all create live events. One of which is the increased focus on sustainability and the determination not to return to our "old ways" of producing events.

In fact, studies have suggested that a city's Covid-19 recovery could be resolved much more quickly if they have a sustainable business event offering on their cards, as they will stand out amongst the crowd. As a result, they can benefit from hosting more events in their area (increasing the economy, social activity and, of course, sustainability).

Our first 'Sustainability at Events' e-book discussed how your event can operate sustainably. Since writing our first e-book, we have seen a lot of the practices mentioned being put into action, such as:

- Increase in digital marketing efforts (social media, email, e-tickets, etc.)
- Plant-based options becoming widely available
- Hybrid events remaining a popular choice
- Sustainable food and drink buy-in and packaging increase

Seeing these elements being put into action shows that now really is the time to start reestablishing the events industry to lower its carbon footprint.

Fun Fact: 75% of millennials are willing to pay more for eco-friendly offerings.

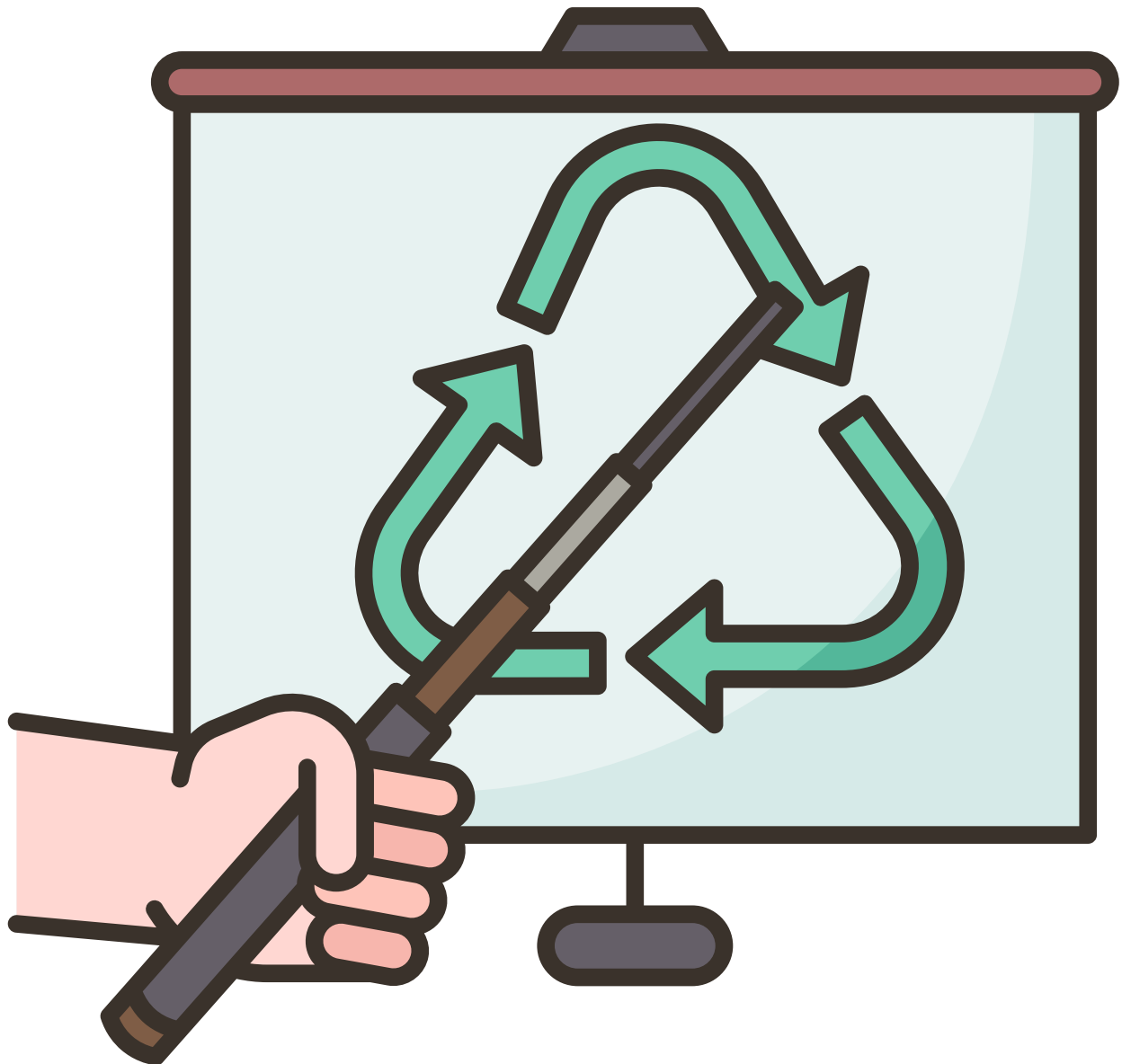
What is important to attendees?

A recent survey by event attendees tells us that attendees feel minimising the amount of single-use plastic items and using waste separation and recycling practices are most important to them when attending events. When implementing sustainable practices, they are more likely to use e-tickets and online pdf materials/mobile apps in place of print and locate a hotel near their event.

However, there still seems to be a wide gap in knowledge and a lack of awareness within the industry. In turn, this is affecting the implementation of sustainability at events.

Throughout this e-book, we will be showcasing convention bureau's, live events and event professionals from around the world and highlighting what they have been doing to create sustainable events.

Education is key to greener events



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

Madrid Case Study

Madrid Convention Bureau launches PLUS

The launch of PLUS (Platform for Legacy with US)

In September 2021, the Madrid Convention Bureau launched a digital platform designed to raise awareness on social and environmental sustainability while creating a long-lasting legacy for MICE events.

PLUS is a service that will create reports for event professionals before hosting their events in Madrid, allowing them to factor this information into the event design stage. The information in these reports will assist with reducing their social and environmental impact whilst aligning with the Sustainable Development Goals.

The reports produced for event professionals have been created for each events specific criteria. For example, attendees, venues, type of layout, set-up and catering services.

In addition to pre-event reports, PLUS also generates a post-event report showing just how much CO2 emissions were produced at the event, accompanied by solutions to offset the events impact on a local level within Madrid.

Creating a legacy



Of course, as part of the PLUS tool, the Madrid Convention Bureau aims to create a long-lasting legacy in terms of social and environmental impact within the city.

PLUS promotes connections between event professionals and local professionals to reinforce the legacy, allowing the locals to assist with creating events that contribute to this legacy project. Plus, you will have access to sustainable services and product suppliers who meet the SDG goals the city are striving for.

If you're planning your next event in Madrid - contact the MCB and ask for your free trial of the app. They will even supply you with a training course on how the service works!



Luxemburg Case Study

'Sustainability Infrastructure to Bring Back Green'

Luxembourg was a regional co-host for the 59th ICCA Congress in 2020. The congress included discussion around city management, tourism, conventions and ecological consultation from top leaders in these fields.

The outcome of this was to show how the commitment to building on Luxembourg's sustainability through projects like:

- Free public transport - reducing the number of cars on the road.
- Developing a well-structured electric/pedal bicycle programme to reduce the number of cars on the roads.

Those who attended this event were encouraged to use either public transport or bicycles to get to the event venue, in their help to cut carbon emissions in the city.

Isabelle Schummers, an environmental advisor at Oekozenner Pafendall in Luxembourg City, stated that we need to look at the present and the future of sustainability at events. She continued to say that we need to focus on cutting plastic at events (and within daily life) as this can compromise our health, particularly as it is ingrained within the vast majority of people's lifestyles.

As the industry enters its Covid-19 recovery period, NOW is the time we can look at sustainability and address just how far there still is to go.

Leading suggestions on how the industry can do this include moving away from single-use items and travelling less (whether this is attendees, suppliers, etc.) by using hybrid event options, local suppliers, and lots more.



Heathrow Airport Case Study

'Build upon the sustainable future of aviation'

The UK's largest and busiest airport created 'Heathrow 2.0' as its very own sustainability strategy. The strategy displays each change the business is taking to follow the world in its shift to reduce carbon emissions and build upon the sustainable future of the aviation industry.

Heathrow's strategy is divided into four key areas, each with its own flagship goals:

A GREAT PLACE TO WORK	A GREAT PLACE TO LIVE	A THRIVING SUSTAINABLE ECONOMY	A WORLD WORTH TRAVELLING
<ul style="list-style-type: none">10,000 apprenticeships by 2030 to help people develop skilled and sustainable careers.Reflect local diversity at every level by 2025 so that we can become a truly great place to work whilst helping local people find careers that can fulfil their potential.	<ul style="list-style-type: none">As part of our voluntary Quiet Night Charter, by 2022 we will seek to halve the number of flights on non-disrupted days that operate late after 11:30pm.Airside ultra-low emissions zone by 2025 to improve quality of life through cleaner air.50% airport passenger journeys made by public and sustainable transport by 2030, supporting no more airport-related cars on the road, so local areas can thrive without increased congestion.	<ul style="list-style-type: none">Largest 100 towns and cities connected to Heathrow by 2030 to create opportunities all over the country and deliver a stronger UK.We will publish a roadmap in 2017 that sets out how we can help transition our supply chain employees working at Heathrow Airport to be paid the London Living Wage.	<ul style="list-style-type: none">An aspiration to make growth from our new runway carbon neutral so that we can protect the planet for future generations to discover and enjoy.Establish a Centre of Excellence for sustainability at airports and in the wider aviation sector.Power Heathrow with 100% renewable electricity from April 2017, as our first step to operate a zero carbon airport.

[Learn more about the progress of 'Heathrow 2.0 here'](#)

British Airways first passenger flight fuelled by recycled cooking oil



In September 2021, British Airways successfully flew Flight BA1476 from London to Glasgow using recycled cooking oil. The flight produced 62% fewer carbon emissions than the same flight 10 years ago. How? Not only was the fuel substituted, but the airlines stated that a combination of efforts was used:

Optimised flight paths, electric airport vehicles, plus Airbus A320neo, their new quiet and most fuel-efficient short-haul aircraft.

Although the short-haul flight still produced 6.4 tons of CO2, this is a significant shift forward for the aviation industry and its contributions towards Climate Change.



Milan Case Study

'From grey to green: Milan harnesses sport to drive sustainable regeneration'

Italy's capital, Milan, is on a mission to abandon its association of being 'grey' and unsustainable and is working hard to transform itself into a green, forward-thinking and sustainable city with two major sport-accelerated projects in the pipeline set to spur a sustainable regeneration in the area. Giuseppe Sala, Milan's mayor, has also declared plans to plant 3 million trees by the year 2030. The city's transportation system is also cleaning up its act - with tough new restrictions on the most polluting scooters and nearly 150km of cycle lanes to promote safe and accessible cycling.



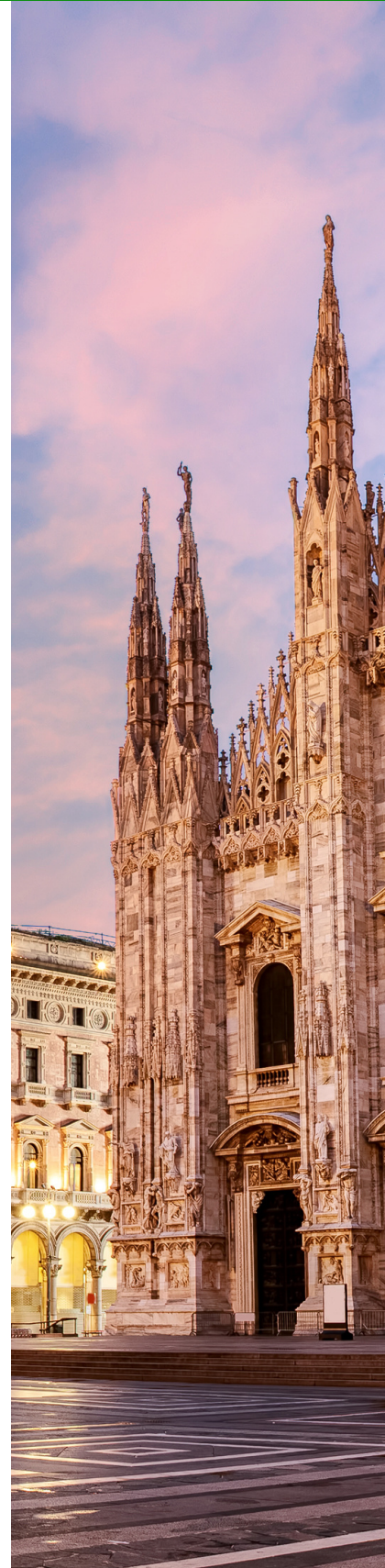
2026 Winter Olympics

With a successful bid, the city is set to host the 2026 Winter Olympics and has ambitious plans to host the most sustainable Winter Olympics the world has ever seen, building upon their sustainability goals and "using sport as the catalyst for many economic, environmental and social benefits". The Milano-Cortina 2026 Winter Olympics will be part of the city's long-term development strategy.

Plans for a cutting edge, sustainable football stadium

Renowned for its sporting scene and dominated by two major football teams, it makes sense that Milan's sustainability efforts include plans for a brand new, cutting edge, sustainable football stadium. The €1.2 billion stadium will feature a solar panelled roof to generate electricity that will be stored in battery banks for later use, will be naturally cooled and passively heated, and will collect rainwater from its roof for later reuse.

The cutting edge stadium will incorporate 22 acres of green space alongside entertainment and shopping facilities, to ensure the location is not just utilised for match days, but can be enjoyed by everyone all year round. Giuseppe Sala stated "We are entrusting the teams with a project, which is not just that of a new stadium, but a project that involves renovating the neighbourhood, something that will take years."



Copenhagen Case Study

'Copenhagen - the capital of sustainable meetings and events'

Copenhagen is a city that is well known for being one of the most liveable and sustainable locations across the globe. Being green is considered part of the Danish DNA - with an impressive 63% of commuters cycling to work in Copenhagen.

Ms Lykketoft pointed to Copenhagen, which is set to be carbon neutral by 2025, as a prime example of how sustainability can become a central, permanent feature of a city. "It's part of the way we live here. We have more bikes than people," she said.

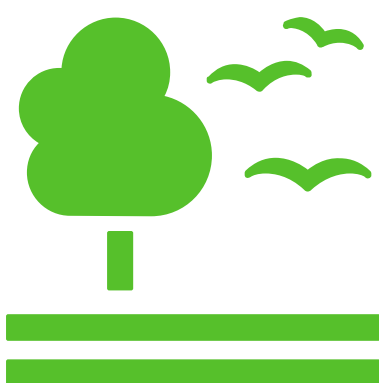
This way of life is being extended to the tourism and events industry in Copenhagen thanks to the Tourism for Good initiative. This initiative is described as an "invitation to a journey towards sustainable tourism by 2030".

Green Events

In regards to the events industry, a guide has been created to assist event makers in creating events which are more sustainable and the city has created an app that guides visitors to make sustainable choices when moving around the city.

The city also features an abundance of sustainable venue options to help make your event greener - more than 70% of the hotel rooms in Copenhagen are eco-certified, meaning that finding sustainable accommodation for your delegates is not a struggle.

Copenhagen's largest hotel chain, the Danish family owned Arp-Hansen Hotel Group, has qualified all of their 12 hotels for The Green Key in recognition of their effectiveness in reducing both water and energy consumption, introducing organic produce, minimising waste and creating healthy environments to work and stay.



Scotland Case Study

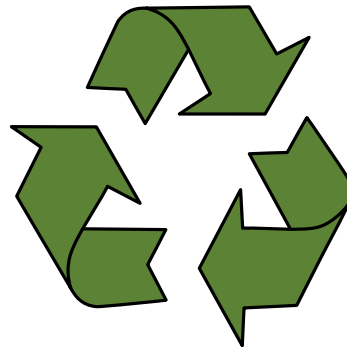
'Planning and delivering environmentally sustainable events'

Visit Scotland X Zero Waste Scotland

Visit Scotland are working in partnership with Zero Waste Scotland to support the country's events and festival sector in the development and delivery of sustainable, green events. Event organisers can also access a downloadable guide with simple steps to help minimise their use of resources and support the planning and delivery of sustainable events.

Scotland is proud to have showcased some fantastic sustainable events in recent years, including:

- COP26
- Ryder Cup 2014
- Dear Green Coffee - Coffee Festival
- TRNSMT
- Scottish Rugby
- Glasgow 2014 - Commonwealth Games

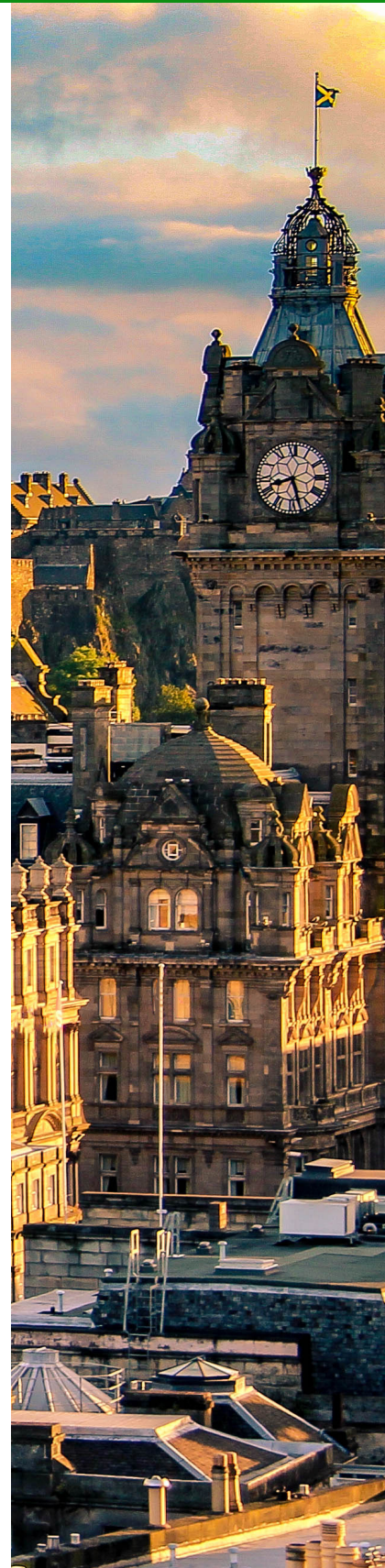


COP26

Glasgow successfully delivered a carbon-neutral conference, with sustainability at its core, this year for COP26 - leaving a positive legacy beyond COP26 for Glasgow and the UK. The event met the United Nations Framework Convention on Climate Change sustainability requirements for the delivery of the 2-week long conference through collaborating with delivery partners, suppliers and interested parties to enable innovation and amplify its contribution.

Dear Green Coffee

Dear Green Coffee, a Glasgow-based, ethically-sourced coffee company delivered the first cup-free festival in 2018 - saving over 18,000 cups from going to landfill. Across the 2-day event, over 1,000 festival goers arrived with their own cups, while Mossiel Farm supplied milk to all festival stallholders in traditional glass milk bottles which were returned and reused.



Your Sustainable Event Checklist

How can your event become greener?

1. Encourage delegates to use active travel like public transport or cycling
2. Employ local people for specific event roles to cut on transport
3. Limit food waste - book food in advance and use locally sourced items where possible
4. Avoid waste going to landfill by reusing and recycling
5. Prioritise low carbon alternative energy sources such as electric and low emission vehicles and solar energy for temporary traffic
6. Ditch the unnecessary swag bags
7. Include explicit sustainability requirements in supplier procurements and with partners
8. Go paperless where possible - digital tickets, maps and schedules
9. Follow the Sustainable Events Delivery Process
10. Prioritise leaving a legacy from your sustainable event

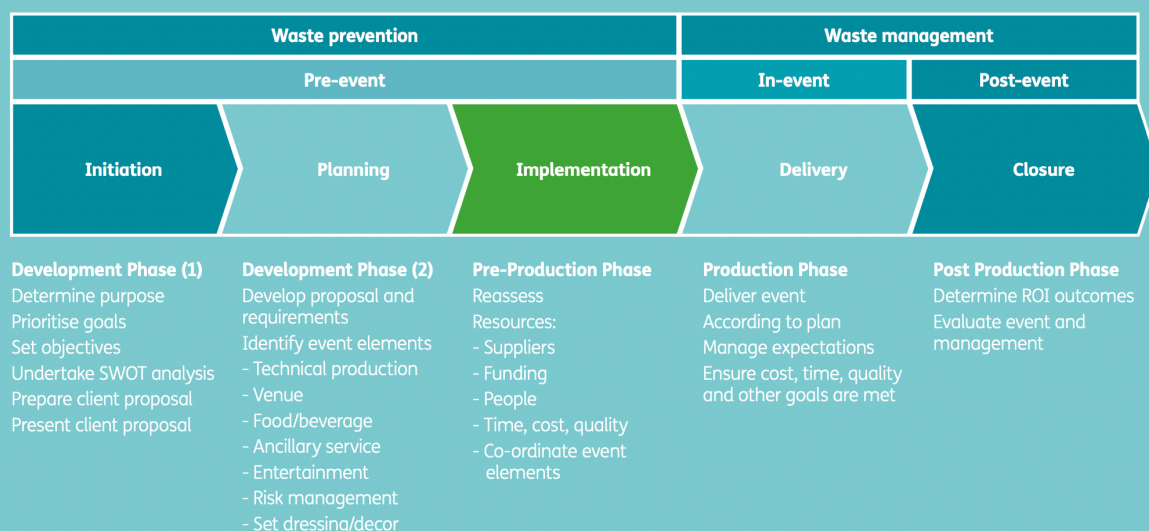
Boost your environmental reputation and prove your commitment to sustainability by gaining formal accreditation and working to sector-specific standards. The three standards associated with environmental management are:

- ISO 20121
- ISO 14001 BS 8555
- Event Sustainability Management System (formerly BS8900)



Events delivery process

The following delivery process is for waste management but is applicable to energy and water management too.



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CREATE YOUR LEGACY NOW.

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