

Event Management  
Toolkit

A sign on a beach

Description automatically generatedSustainable Event Checklist Template

It takes just one event to make a positive impact, multiplied by being a role model.

Embedding environmental sustainability deeply across your event is not only the right thing to do, it is on trend and appealing to the public, and can save you money.

If you want to be taken seriously, sustainability needs to pervade your event culture, and environmental and social responsibility needs to be integrated into event planning.

## Commitment

Publicly making a commitment helps get everyone on board and provides a clear message to your stakeholders about what you stand for and helps set expectations for those you work with.

We commit to uphold [our event]’s approach to sustainability through the actions outlined in this checklist.

Event:  
Name:  
Signed: Date:

## Emissions

**Objective:** Reduce emissions associated with the event

**Target:** <<insert target>>

**Key performance indicators:**

<<insert KPIs>>

An example includes:

* Kg of greenhouse gas (GHG) emissions / person

**Tips**

* The areas where your event can make the biggest reductions in emissions are in your choices around energy, transport and food (see below for ideas).
* Offset emissions that can’t be reduced.
* Don’t provide social licence to sponsors who aren’t environmentally responsible or climate-smart, such as fossil fuel energy companies.

| **Actions required to achieve target/s** | **Responsible person** | **Target completion date** | **Results** |
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**Initiatives we will improve on, and add, next year, based on learnings from this year:**

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## Purchasing

**Objective:** Reduce the environmental impacts of products purchased

**Target:** <<insert target>>

**Key performance indicators:**

<<insert KPIs>>

Examples include:

* Percentage of products that are recycled, recyclable or reusable
* Percentage of products locally made
* Percentage of products with a certification

**Tips**:

* Set minimum standards for purchasing and a cost differential allowance (e.g. allow up to 10% more spend for a more sustainable alternative).
* Purchase items that are made out of recycled material, are recyclable, re-usable or have a guarantee they are made to last.
* Purchase locally made products with low carbon miles.
* Avoid products with excessive packaging or buy in bulk (for example, swap single-serve packaged products with loose or bulk packaged items).
* Purchase products with an environmental or social certification (e.g. Forest Stewardship Council (FSC), Fair Trade, Carbon Neutral, or Australian Made).
* Share goods and services (hire/lease), rather than buy.
* Hire local entertainers and local suppliers.
* Offer experiences rather than products. For example, for prizes, instead of tangible products, make a donation in the winner’s name to a local charity.
* Sell responsible merchandise, such as reusable water bottles and organic hemp shirts.
* Use natural materials for kids’ crafts.
* If you’re nervous of added costs, consider testing the waters with green choices for participants to buy into, i.e. crowdfunding your initiatives.

| **Actions required to achieve target/s** | **Responsible person** | **Target completion date** | **Results** |
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## Venues

**Objective:** Use venue/s that support sustainable practices

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| **Sustainable Venue Checklist** | | | | **Yes** | **No** | **N/A** | |
| **Energy** | | | |  |  |  | |
| Is the venue powered by renewable energy? | | | |  |  |  | |
| Does the venue have energy efficient lighting, heating/cooling, equipment and ventilation? | | | |  |  |  | |
| **Water** | | | |  |  |  | |
| Is there a drink water tap for people to fill their own bottles? | | | |  |  |  | |
| Does the venue have water efficient appliances? | | | |  |  |  | |
| Does the venue have a rainwater tank? | | | |  |  |  | |
| Does the venue re-use greywater? | | | |  |  |  | |
| **Purchasing habits** | | | |  |  |  | |
| Does the venue provide vegetarian, local and seasonal catering options? | | | |  |  |  | |
| Does the venue minimise single use plastic items? | | | |  |  |  | |
| Does the venue try to source more sustainable supplies, including cleaning products | | | |  |  |  | |
| **Waste and resource recovery** | | | |  |  |  | |
| Does the venue have recycling facilities? | | | |  |  |  | |
| Does the venue promote/facilitate the use of reusable containers? | | | |  |  |  | |
| Does the venue try to reduce its paper printing (e.g. marketing materials) and single use decorative items? | | | |  |  |  | |
| Does the venue use upcycled or recycled products and materials? | | | |  |  |  | |
| Does the venue have an organic waste facility, donate food that isn’t eaten, or recycle its food waste? | | | |  |  |  | |
| **Transport** | | | |  |  |  | |
| Does the venue have bicycle parking facilities? | | | |  |  |  | |
| Is the venue easily accessible by public transport (within 300 metres)? | | | |  |  |  | |
| Is the venue accessible for people with a disability, including transport to the venue? | | | |  |  |  | |
| **Measurement and reporting** | | | |  |  |  | |
| Can the venue support you to collect environmental performance data? | | | |  |  |  | |
| Is the venue carbon neutral? | | | |  |  |  | |
| **Total** | | | |  |  |  | |
| **Actions required to achieve target/s** | **Responsible person** | **Target completion date** | **Results** | | | |
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## Energy

**Objective:** Use energy efficiently

**Target:** <<insert target>>

**Key performance indicators:**

<<insert KPIs>>

Examples include:

* Electricity consumption: kWh / person
* Gas consumption: MJ / person
* Generator fuel consumption: diesel/biodiesel L / person

**Tips:**

* Buy renewable energy
* Use energy-efficient electric appliances

| **Actions required to achieve target/s** | **Responsible person** | **Target completion date** | **Results** |
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## Food

**Objective:** Reduce the environmental impact of food and drinks

**Target:** <<insert target>>

**Key performance indicators:**

<<insert KPIs>>

Examples include:

* Meat vs vegetarian meals: $ & %
* Left-over food donated: kg
* Products with a certification: %

**Tips:**

* Provide a significant portion of total food options as plant-based and locally-produced e.g. 50% (animal agriculture is emissions-intensive and is a primary cause of deforestation).
* Reduce food waste by providing accurate visitor numbers for planning.
* Prioritise catering that uses Fair Trade, local, seasonal, Carbon Neutral and other sustainable options
* Engage a social enterprise for catering.
* Provide/sell re-usable bottles or cups to attendees and volunteers for use across your event.
* Stipulate that caterers avoid single use products and only use compostable and recyclable food containers and cutlery, and avoid products with excessive packaging (for example, swap single-serve sauce packets for a condiment station)
* Partner with an organisation that collects leftover food and redistributes it to people in need or send food waste to a compost facility.

| **Actions required to achieve target/s** | **Responsible person** | **Target completion date** | **Results** |
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| Donate leftover food |  |  |  |
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## Waste

**Objective:** Reduce waste going to landfill

**Target/s:** <<insert target>>

**Key performance indicators:**

<<insert KPIs>>

Example key performance indicators include:

* Kg of landfill / person (or m2)
* Kg of recycling / person
* Kg drink container recycling (cans/bottles) / person
* Kg food waste to landfill / person
* Kg food waste to compost / person
* Kg food donated/diverted for use

**Tips:**

* Minimise the amount of waste generated by following the waste hierarchy, 'avoid, reduce, reuse, recycle' before, during and after your event
* Use digital (paperless) tickets, maps, programs and schedules.
* Provide recycling and organic waste collection bins. Use friendly ‘waste warrior’ educational volunteers and visual signs on bins to help attendees use the bins correctly.
* Avoid single use waste as much as possible, including in merchandise and giveaways. If you can’t reuse it, refuse to buy it.
* Reward attendees for bringing reusable cups, bags and bottles, such as with discounts or opportunities to enter competitions.
* Add extra cost to single use items to encourage reusable items. For example, make coffees/alcoholic beverages 50 cents extra in takeaway cups.
* Make it part of waste remover’s contract to report on where rubbish and recycling was taken.

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## Transport

**Objective:**

**Target:** <<insert target>>

**Key Performance Indicators:**

<<insert KPIs>>

Examples include:

* Percentage or number of attendees who drove to the event alone/with someone
* Percentage or number of attendees who took active transport
* Km travelled / person

**Tips:**

* Provide remote and virtual attendance options.
* Provide information on walking, cycling and public transport routes to your event.
* Offer incentives to your attendees to use climate-smart transport options, including car-pooling. For example, free coffee or create a social media competition with a prize attached to their use, or organise free public transport for ticket-holders.
* Provide a shuttle service from public transport stops to your event.
* Ensure there’s adequate infrastructure to support bike use and parking.
* If your event is at multiple venues, set up a bike share to help attendees to get from A to B.
* Link to carbon offsetting service on your website/ticketing website to encourage attendees to carbon offset their trip to your event.

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## Water

**Objective:** Use water efficiently

**Target:** <<insert target>>

**Key performance indicators:**

<<insert KPIs>>

An example is:

* Water consumption: L / person

**Tips:**

* Provide drinking fountains so attendees don’t need to buy bottled water.
* Choose water-efficient appliances when leasing water-related equipment.
* Choose a hired toilet provider that is water efficient, waterless, or uses greywater, and disposes of wastewater correctly.

| **Actions required to achieve target/s** | **Responsible person** | **Target completion date** | **Results** |
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## Social responsibility

**Objective:**

**Target:** <<insert target>>

**Key Performance Indicators:**

<<insert KPIs>>

Examples include:

* Quantity of local businesses supported by event
* $$ donated to local community groups and charities
* Amount of positive feedback from local residents

**Tips:**

* Make a public statement of commitment to provide a clear message to your stakeholders about what you stand for to increase environmental awareness and drive behaviour change and demonstrate your innovation and leadership.
* Support local businesses, those owned by Aboriginal and Torres Strait Islander peoples, not-for-profits, and socially responsible organisations.
* Encourage community groups to become involved in your event such as to collect Containers for Change, or to create an ongoing legacy for the community, such as in the form of philanthropic or volunteer projects.
* Use diverse entertainers and MCs and models in marketing (females, different cultures, LGBTIQ, people with a disability, old and young, etc).
* Partner with a socially conscious charity to fundraise for their cause.
* Promote your stance so socially responsible companies can find you to partner with you.  Don’t partner with sponsors that don’t have a culture of gender equality or diversity.
* Event organizers have a legal and moral obligation to ensure their experience can be equally enjoyed by all. Ensure your event is accessible. For example, provide step-free access, sign language interpreter, other language interpreters, large print versions of text, and audio versions, and use clear language
* Provide catering choices for participants that meet expectations for cultural, healthy, nutritious food and beverages, including specific dietary options.
* Work to reduce noise, traffic, and disturbances for neighbours

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## Communication and Partnerships

**Objective:**

**Target:** <<insert target>>

**Tips:**

* Develop a sustainability policy, including a statement of your vision, values, commitments, and SMART goals (specific, measurable, achievable, realistic, and time-bound).
* Widely share your sustainability message to artists, venues, suppliers, staff, crew, volunteers and attendees through program, signage, video, social media, and MC announcements.
* Promote the benefits of these choices to your audience and attendees.
* Show backstage footage of your employees or give an inside look to your event production and how you are implementing your green choices.
* Use signs that can be reused or portions of them that can be recycled. Use chalkboards to change the message without discarding the sign. Keep signage generic so it can be reused. For example, use phrases such as “this way” or simply use arrows.
* Avoiding varnishes and glazes on printed materials that prohibit recycling.
* Consider a small opt-in donation to raise funds for sustainability infrastructure that supports your green goals.
* Promote sustainable behaviours (BYO refillable water bottle and coffee cup, reusable bag, carbon-friendly transport).
* Share your vision with your partners. Work with caterers, venues, entertainers, stallholders and sponsors who share your vision to create a cohesive green practice.
* Ask your suppliers to provide suggestions based on their expertise.
* Provide opportunities for event organisers and stakeholders to be educated on how to be more sustainable, and participate in sustainable practices
* Brands are looking to distinguish themselves from competitors by demonstrating their social and environmental credentials. Consider developing sponsorship packages for sustainability options. This works particularly well where you can find a sponsor whose values, services and products align with an experience you want to create that is visible to attendees.
* Promote your stance so green and socially responsible companies can find you to partner with you.
* Ask sponsors to communicate their green credentials at your event.
* Don’t partner with carbon-intensive sponsors such as fossil fuel companies.

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