



event
sustainability
live

LONDON

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EVENT SUSTAINABILITY LIVE

VOXO AI Summary - Day 1

Wednesday 20th November 2024

Summary

The Event Sustainability Live conference was a comprehensive exploration of sustainability within the events industry, emphasising the necessity of integrating sustainable practices into all facets of event planning and execution. Across the sessions, a recurring theme was the importance of establishing measurable sustainability goals and implementing specific strategies to achieve them. This was encapsulated through the introduction of frameworks and tools designed to help event planners and organisers reduce their carbon footprints and enhance social and environmental governance.

The concept of embedding sustainability deeply into organisational culture and event lifecycle was reiterated, with an emphasis on tailored approaches that consider the unique needs of different types of events. The 10 Rs of circularity—refuse, rethink, reduce, reuse, repair, refurbish, remanufacture, repurpose, recycle, and recover—were frequently highlighted as guiding principles for sustainable event design, encouraging a holistic view of resource management from planning through to post-event follow-up. Stakeholder engagement emerged as another critical focus, with strategies discussed for communicating sustainability goals to stakeholders, gaining their support, and fostering participation among attendees and exhibitors.

The sessions underscored the importance of cost savings, brand enhancement, and measurable impacts as key motivators for stakeholders to support sustainability initiatives. Misconceptions about the costs associated with sustainable practices were addressed, with examples provided to illustrate how sustainable choices can lead to long-term savings and operational efficiencies.

Summary

The role of legislation and emerging environmental regulations was also a significant topic, with discussions on how these can act as catalysts for innovation and drive businesses towards more sustainable practices. The importance of transparency, accountability, and avoiding greenwashing in sustainability claims was emphasised, advocating for evidence-based approaches and genuine efforts to reduce environmental impacts. Practical challenges such as carbon tracking, achieving net zero emissions, and the complexities of supply chain management were explored, with advice on reducing reliance on offsetting and focusing on tangible reductions in carbon footprints.

The integration of wellness and mental health into sustainability efforts was another notable theme, highlighting the interconnectedness of environmental and human well-being. Discussions included the importance of understanding delegate needs, engaging with them from the outset, and ensuring that sustainability initiatives also promote physical and mental health. The necessity of collaboration and partnership across sectors and stakeholders was frequently mentioned as key to overcoming barriers and driving meaningful change.

The potential of global events to serve as leaders and educators in sustainability was highlighted, showcasing how they can influence public attitudes and behaviours towards more sustainable practices. The event concluded with a call to action for more organisations to take proactive steps in integrating sustainability into their operations, emphasising the need for incremental progress, transparency, and the collective effort required to achieve substantial and lasting impacts.



Key takeaways

Measurable sustainability goals

Setting clear, measurable sustainability goals is essential for integrating sustainable practices into event planning and execution. These goals help guide strategies and ensure accountability.

Stakeholder engagement

Effective communication of sustainability goals to stakeholders is crucial for gaining their support and fostering participation. Highlighting benefits such as cost savings and brand enhancement can motivate stakeholders to back sustainability initiatives.

Importance of legislation

Emerging environmental regulations can act as catalysts for innovation and drive businesses towards more sustainable practices. Understanding and complying with these regulations is essential for long-term environmental and economic resilience.

Key takeaways

Integration of wellness

Sustainability efforts should also promote physical and mental health, recognising the interconnectedness of environmental and human well-being. Understanding delegate needs and ensuring that initiatives support overall wellness is important.

Collaboration and partnership

Collaboration across sectors and stakeholders is key to overcoming barriers and driving meaningful change in sustainability efforts. Sharing best practices and resources can help achieve more significant impacts.



Buzzwords

