



event
sustainability
live

LONDON

#ESLLONDON24

EVENT SUSTAINABILITY LIVE VOXO AI Summary - Day 1

Wednesday 20th November 2024

VOXO - Visualize Events with Real-Time AI Insights
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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.





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.

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.

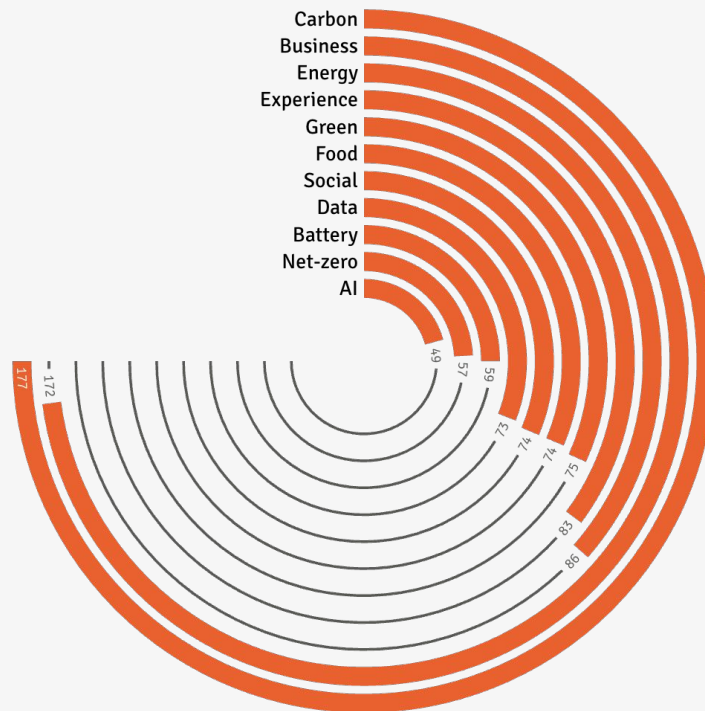


Buzzwords

Carbon, Business, and Energy emerged as key themes at the conference, highlighting urgent sustainability challenges.

Discussions on carbon focused on reducing emissions, achieving net-zero, and managing Scope 3 impacts. Business emphasized the role of companies in adopting sustainable practices, from transparent governance to nature-based solutions. Energy explored the shift to renewables, efficiency, and innovative technologies to cut emissions.

These buzzwords reflect the event's focus on actionable strategies for a sustainable future.





Top 3 buzzwords: what was discussed?

Carbon

Carbon emissions took center stage as the events industry set ambitious goals: halving emissions by 2030 and achieving net zero by 2040. Key challenges included measuring Scope 3 emissions (mostly travel), standardization issues, and the need for carbon budgets and roadmaps.

Speakers highlighted tools like carbon calculators, labeling, and receipts to engage stakeholders. Emphasis was placed on renewable energy, electric solutions, and avoiding greenwashing, while advocating for a holistic approach that includes biodiversity and social metrics.

The conference underscored the need for simple tools for small organizations, prioritizing emission reduction over offsetting. It reinforced a commitment to tackling carbon emissions with comprehensive, impactful strategies for a sustainable future.

Business

Businesses were highlighted as crucial drivers of sustainability and societal well-being. Speakers emphasized the importance of responsible governance, transparency, and aligning operations with environmental and social values for long-term success.

Key themes included supporting employee well-being, fostering diversity and inclusion, measuring environmental impacts, and avoiding greenwashing. The challenge of balancing economic growth with sustainability goals was central, urging businesses to adopt long-term strategies that prioritize meaningful impact over short-term gains.

The conference underscored that embracing sustainability is vital not only for the planet but also for economic resilience and social equity.

Energy

At Event Sustainability Live, the transition to renewable energy—solar, wind, and hydro—was highlighted as crucial for achieving net-zero targets. Participants emphasized energy efficiency through smart technologies, better planning, and measures like energy bikes and solar panels.

Speakers discussed energy storage solutions, waste recovery, and the importance of managing energy data. Standards like ISO 50001 were seen as key to improving efficiency and reducing costs.

The industry was urged to adopt renewables and energy-saving practices to cut emissions, foster innovation, and support sustainability goals.

See you tomorrow with more insights from *Event Sustainability Live!*



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