



SUSTAINABLE EVENTS TOOLKIT

How to Reduce Impact, Cost & Risk While Delivering ESG-Compliant Events

Welcome to Smarter, Greener Events

Planning events that align with **environmental, social, and governance (ESG) goals** doesn't have to be overwhelming or expensive.

This toolkit is designed for **associations, NGOs, and corporates** who want to:

- Reduce environmental impact
- Meet ESG and stakeholder expectations
- Deliver memorable, high-impact events

Inside, you'll find:

- 10 practical steps to create sustainable events
- A simple **event sustainability checklist**
- Tips to maximize impact while staying on budget

By following these steps, every event can **leave a lasting legacy for your organization, your attendees, and the planet.**

Step 1: Travel & Transport

Tip: Travel often accounts for the **largest portion of your event's carbon footprint**.

Actions:

1. Encourage **train travel or shared transport** for regional participants
2. Prioritize **venues with easy public transport access**
3. Offer **hybrid participation options** to reduce long-distance flights
4. Track and report **travel emissions** as part of ESG reporting

Step 2: Venue Selection

Tip: A sustainable venue is the backbone of your ESG strategy.

Actions:

1. Choose venues with **energy-efficient infrastructure, renewable energy, and water conservation measures**
2. Check **waste management and recycling programs**
3. Prefer venues with **ESG certifications or transparent sustainability policies**

Step 3: Catering & Food

Tip: Food can be a **hidden source of emissions and waste**.

Actions:

1. Source **local, seasonal, and organic ingredients**
2. Offer **plant-forward menu options** to reduce carbon footprint
3. Work with caterers to **minimize single-use plastics**
4. Plan for **food donations or composting leftover meals**

Step 4: Materials & Supplies

Tip: Single-use materials and promotional items create unnecessary waste.

Actions:

1. Use **reusable signage, badges, and tableware**
2. Limit **printed materials**; favor digital apps or QR codes
3. Source **eco-friendly, recycled, or post-event reusable products**

Step 5: Energy & Utilities

Tip: Every watt counts — especially for large venues.

Actions:

1. Confirm venues **use renewable energy or low-emission power**
2. Encourage **energy-efficient lighting, AV, and HVAC systems**
3. Track energy usage and **report in ESG metrics**

Step 6: Stakeholder Engagement

Tip: ESG impact is strongest when everyone participates.

Actions:

1. Communicate **sustainability expectations to attendees, speakers, and suppliers**
2. Educate participants with **tips to reduce footprint during the event**
3. Highlight your **event's ESG achievements publicly**

Step 7: Measurement & Reporting

Tip: You can't improve what you don't measure.

Actions:

1. Track **carbon, waste, and water impacts**

2. Use **simple metrics for reporting** to boards, donors, or sponsors
3. Integrate results into **post-event ESG reports**

Step 8: Budget Alignment

Tip: Sustainable choices don't always cost more — often they save money.

Actions:

1. Compare **local vs. imported supplies**
2. Audit **catering, transport, and materials budgets** for waste reduction opportunities
3. Prioritize **high-impact, cost-effective ESG measures**

Step 9: Risk & Compliance

Tip: Sustainability reduces legal, reputational, and operational risks.

Actions:

1. Check **permits, certifications, and environmental regulations**
2. Document compliance for **internal or external ESG audits**
3. Plan **contingencies for travel, waste, or supplier issues**

Step 10: Legacy & Communication

Tip: A successful event leaves a lasting legacy.

Actions:

1. Communicate **impact achievements to stakeholders**
2. Capture learnings in a **post-event ESG report**
3. Plan for **long-term engagement** with sustainable practices

Event Sustainability Checklist

Quick Reference Table:

Category	Action Item	Done ✓	Notes
Travel	Encourage shared/low-carbon transport		
Venue	Verify ESG certifications & sustainable practices		
Catering	Use local, seasonal, plant-forward menus		
Materials	Minimize single-use & promote reusable products		
Energy	Track energy & use renewable sources		
Stakeholders	Communicate sustainability expectations		

Measurement	Track carbon, waste, water		
Budget	Audit for high-impact, cost-effective options		
Risk	Ensure compliance & permits		
Legacy	Report outcomes & plan long-term ESG practices		

Want to take your events to the next level?

Green Planify helps associations, NGOs, and corporates design events that are sustainable, high-impact, and measurable.

 Book a **free consultation**: greenplanify.com

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