

# Event Action Counts... for our event

a guide to running smart  
and sustainable events



Published by the Every Action Counts programme January 2009  
bassac, 33 Corsham Street, London N1 6DR. Tel: 0845 241 0957  
[www.everyactioncounts.org.uk/guides](http://www.everyactioncounts.org.uk/guides)



# Foreword

Making our organisations more sustainable isn't just about the simple physical actions and the choices we make, like turning off a piece of electrical equipment or using a recycled product. It is also about the processes and activities that we plan and undertake every day.

Most voluntary and community organisations will be involved in holding events at some point, whether it's a meeting or a social event or a practical project involving others. These events are often important as a way of being seen by and engaging with others in the community, or our partners and funders. They often provide a way of demonstrating what we do and how we live our values. So if we are trying to make our organisations more sustainable then we also need to be doing the same when we're out and about and running events, meetings and activities.

Events will often be held in different venues and so there are challenges in thinking about what we can do ourselves and what can we expect from the organisation providing the venue and/or from people who are arranging or attending it.

This short guide offers a host of practical advice to help you including hints, tips, checklists and, perhaps most

valuable of all, direct experience from those who have done it themselves. It also recognises that becoming more sustainable in what we do is a learning process; and provides a step by step approach to planning, reviewing and learning to help you make sure that your events just keep getting better!

This guide is one of a series which looks at how we can build sustainable actions into the processes that make organisations tick - like human resources, finance and governance. We hope they'll all help you to make sure that every action counts in your own organisation.



Mark Walton,  
Head of Every Action Counts Programme

This guidance was written for Every Action Counts by Eleanor Pryde of bassac. It is the result of a thorough consultation process which was designed to produce guidance that is relevant and realistic for people working in the voluntary and community sector. To this end, a range of people from both national and local organisations came together for a facilitated discussion around an initial draft. The discussion was facilitated by Steve Evison from Resources for Change and recorded by Natasha Roe of Red Pencil Projects. Comments, experiences and action points from the discussion were taken away and used to produce this final guidance.

## **bassac and Every Action Counts would like to thank the following people for their valuable participation in the roundtable discussion:**

Gary Blake, Barton Hill  
Andrea Challinor, Community Matters  
Farah Hidil, Development Trusts Association  
Keith Kibirango, bassac  
Sue Kirkman, ACRE  
Denise Thomas, Community Links  
Lizzie White, Community Recycling Network  
Steve Evison, Resources for Change  
Natasha Roe, Red Pencil Projects

## **Thanks also go to the following people for their additional contributions:**

Jo Pearce, Every Action Counts  
Dave Chapman, bassac  
Mark Parker, bassac  
Kelly Essery, bassac  
Joanne Fenwick, Graphic Evidence  
Danielle Mawdsley, Graphic Evidence  
Mike Barfield, Illustrations  
Jeremy Fennell, bassac

# Event Action Counts... for our event

## Making our event count for our environment and our community

It is probably fair to say that those of us working in the voluntary and community sector do so because we care about social and economic justice. We want to help improve the lives of people who are socially excluded and marginalised. But if we really want to be true to our values, it is vital that we face the challenge of environmental justice and recognise the important impact that it has on the areas in which we operate and the people and communities we support. And, as part of our commitment to the Third Sector Declaration on Climate Change, we also have a lead role to play in promoting and enabling behaviour change at all levels.

## So, what can we do to make our events count?

The short answer is lots! This guidance provides a structure for building sustainable actions into any event. Using the EAC themes – Save Energy, Travel Wisely, Shop Ethically, Save Our Resources and Care for Your Area – this guidance provides a range of actions that we can choose from to make our events count. Some of these may be familiar, others new. Some are very easy and affordable whilst a few are harder, more time consuming and costly.

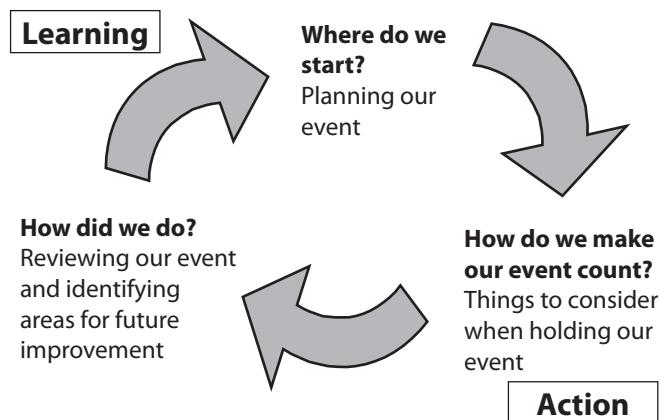
## Is this guidance for me?

Do we hold, or plan to hold, events? Would we like to find out more about how we can take action to make our events more sustainable? If the answer to either of these questions is 'yes', then this guidance is designed to help.

It is up to each of us and/or our group to decide how many steps we wish to take and how much we can afford to do. However, even if we can only manage small steps to begin with, the information contained in this guidance should help us to start thinking about what we can realistically achieve

and where we may like to aim.

It can be daunting to think about implementing huge changes all at once so it can be helpful to think of our event in terms of an ongoing process of action and learning, as in the diagram below:



Section 1 of this guidance encourages us to think about planning for our event, recognising our reasons for introducing sustainable actions and identifying our priorities. Section 2 focuses on six aspects of events and uses the five EAC themes to highlight a range of sustainable actions that we can take. It encourages us to pinpoint what we think is essential for our event and what is desirable and also provides some personal experiences for each aspect. At the end of Section 2 we are encouraged to go back to our priorities from Section 1 to make sure that these still apply. Finally, Section 3 provides some ideas for working out how we did and what we would like to do next time.

You may be very used to organising events, or you may be fairly new to the process. Although this guidance encourages you to follow the pattern of action and learning, there is nothing to stop you going straight to Section 2 to find inspiration for your next event!

## 1. Where do we start?

When organising events we always have to make choices and often have to make compromises. We can't do everything at once, so when it comes to introducing or strengthening sustainable actions in our events, we need to choose what is important to us, what our message is and what steps we can realistically take – how can we do what we already do but in a more sustainable way?

And of course, the extent of these actions will depend on the size of our event – a bring-and-buy sale will have different

demands to a conference which, in turn, will be different to a community picnic or a training session.

Therefore, before we go headlong into building sustainable actions into our event, we need to spend time **planning**.

Once we know what our event is going to be, we can use the following questions to help identify our priorities and approach. Try writing down the answers to these questions now, with a view to coming back to them again at the end of Section 2:

### a) Why do we want to make our event more sustainable?

(This will help us to be clear about our messages and instil a shared sense of purpose.).

### d) What budget do we have and how costly will each action be?

(This will be important in deciding what sustainable measures we can achieve. There may be lots of things we want to do but how will these weigh up against our budget?).

### b) Who are we aiming our event at?

(Identifying our audience will help create focus for our priorities. How will our chosen sustainable actions affect our audience? How will they benefit?)

### e) Who will need to be involved? Do they have time to commit to this?

(A small focus group can be helpful in spreading the load and generating ideas. However, those taking part need to have time to commit to the process so we need to think about people's existing workloads and responsibilities. Likewise, leadership from key volunteers/trustees/senior staff is very important).

### c) What are our top five sustainable priorities?

(Be realistic! We can't do everything at once, so we need to work out what is most important to us. We might want to promote our environmental aims, encourage sustainable travel, provide Fair Trade and/or locally sourced food, recycle waste, save money and so on).

### f) When does each action need to be completed by?

(Mapping this out will help us to plan and prioritise effectively. It will also enable us to be realistic about what we can achieve – different approaches and circumstances will require different time scales).

During the planning stage it may also be helpful to consider the following two questions:

**a) How are we going to keep people on side?**

(Identifying whether key people need convincing of our case will be important, but equally, the more people we can keep on side, the more successful we will be. If we have identified why we want to make our events more sustainable this will help us form our arguments, but the way we communicate this is also vital).

**b) How are we going to promote the sustainable actions we have taken?**

(Publicising what we are doing and the reasons why is vital).

### **Communicate**

- Remember that we need to keep communicating with people to let them know what we are doing and why. This doesn't have to be formal notification and can be as informal as having a chat over coffee with a colleague. Depending on who we are communicating with and what we are trying to say, we will need to adapt our style accordingly.
- Talk about the event with volunteers, trustees, staff, committees and others.
- Let trainers, facilitators, speakers, session leaders and entertainers know what we are doing and why.

### **Promote**

- Could we include a message on our website/flyers/posters or other advertising literature/emails to say what we are trying to achieve and why?
- If we are running a larger event like a conference, could we include a line in our delegate packs to explain what we are doing?
- How will we ensure that we promote the message but also target the right audience? Will we have to make compromises?
- Could we use our public 'thank you' to those that have helped to make our event more sustainable to promote our message?

“ We found that once people knew our reasons for choosing the caterers and venue, they were more accommodating and supportive of the actions we had taken ”  
**Sue Kirkman, ACRE**

### **Celebrate success**

- If we want to keep people motivated, we need to remember to celebrate at an appropriate stage. This could be when we review how we think we did – did we meet some or all of our priorities?
- We could also think about something to do when the event is over to ensure that people feel their efforts have been recognised. For example, could we publicly thank everyone at the beginning or end of our event?

“ We looked at possible sustainable actions at every stage of the planning process for our conference last year and made decisions based on the resources available to us. For example, including our environmental statement and the Third Sector Declaration on Climate Change logo on our conference brochure was very easy and affordable, so there was no question that we wouldn't do it. However other things, like providing British wine at the dinner, just weren't financially viable. So we had to be realistic and prepared to admit that some things were beyond our reach at the time ”  
**Kelly Essery, bassac**

So, we have now identified our priorities, the people we want to include, our time commitments and methods of communication. To get some ideas about how to put this into action, read on!

## 2. How do we make our event count?

There are a wide range of actions that you can take when holding your events that will help to make them more sustainable. Have a look through the following list for ideas about how you can make your priorities into a reality! It is not an exhaustive list, but is aimed at getting you started and you will probably come up with your own ideas too.

All the suggestions and actions below are colour coordinated using the five EAC themes. This should help you to identify the actions that best fit with your priorities.

The actions are also split into six topics:

Venue, Food and Drink, Transport, Gifts and Prizes, Materials and Entertainment and Activities.

**Black = general points**

**Red = save energy**

**Blue = travel wisely**

**Purple = save our resources**

**Green = shop ethically**

**Orange = care for your area**



### Checklist Indoor...

- Does the venue have its own environmental policy?
- Can you choose a venue with plenty of natural light? If there is natural light, do you need the lights on in the venue?
- If you need to light the building, does the venue have energy saving light bulbs?
- Is the venue well insulated? Does it have environmentally sound ways of heating or cooling the building? If not, can you take measures to reduce heating/air conditioning e.g. asking the venue to turn down the heating thermostats?
- Can the venue turn their hot water thermostats down?
- Does the venue use renewable energy sources?
- Is the venue near to a mainline station/on a regular bus route?
- Can you choose a venue that is easy to access by public transport? Or even better, by foot or bicycle?
- Does the venue apply the principles of reduce, reuse or recycle wherever possible?

- Does the venue have its own technical equipment and support? This will save on fuel used to bring your own.
- Does the venue have dual flush facilities (or other water saving devices – most of which can be obtained free of charge from various local authorities etc) on the toilets? If not, can you ask them to put bricks in the cisterns?
- Does the venue have recycling facilities? If so, how are you going to encourage people to use them?
- If the venue doesn't have recycling facilities, can you provide your own?
- Are you able to factor this into the cost of the event? [www.recyclenow.com](http://www.recyclenow.com) is a great website full of hints and tips.
- Does the venue use fair-trade produce?
- Does the venue use locally produced food/organic produce?
- How about using a local/community venue for your event, such as a community centre or village hall? Could you use a social enterprise?
- Does the venue have a 'cared for' area of outdoor space?

If the venue turns their heating down by just one degree they could cut their heating bills by 10% in a year. This saves them money and all of us carbon - turning down by one degree saves about 300kg of carbon dioxide each year.

Can you offset the carbon emissions of your attendees? Try the Carbon Neutral Company or the Carbon Trust websites: [www.carbonneutral.com](http://www.carbonneutral.com) or [www.carbontrust.co.uk](http://www.carbontrust.co.uk) for more information and ideas.

### 2.1. Venue

There are several details to think about when choosing the venue for an event and these will vary in number and scale depending on whether you are going to be running an indoor or outdoor event or a small or large one.

## Checklist Outdoor...

- Will the venue allow you to use wood burning stoves instead of patio heaters?
- Is the venue near to a mainline station or on a regular bus route?
- Can you choose a venue that is easy to access by foot or bicycle?
- Are there recycling facilities at the venue or nearby? (If not, could you provide bins? Could you choose a recycling team to collect waste?)
- Could you hold your event in a local green space?
- Can you use the event to highlight another local enterprise?
- Could you use sustainable providers and suppliers?

Talk Action has some good ideas for sourcing sustainable providers and suppliers for larger outdoor events:

[www.talkaction.org](http://www.talkaction.org)

**“** I started off by asking for just one or two questions from our venue essentials list and have gradually improved on this as my confidence has grown. The whole process can be a bit daunting but if you approach it in bite size chunks then it becomes more manageable

**Sue Kirkman, ACRE**

**”**

### **Christmas tree shredding (Lizzie White, Community Recycling Network)**

In February 2008, we held a Christmas tree shredding event. We decided to hold it on a local allotment so that we could promote the benefits of growing your own food and draw attention to another green space in the area. We also wanted to engage people on other local campaigns. We provided entertainment for the kids - a junk sculptor who showed them what they could do with their left over bottles, cans, and paper! By taking just a few simple actions, and keeping focused on our priorities, we ran an event that was fun and educational.

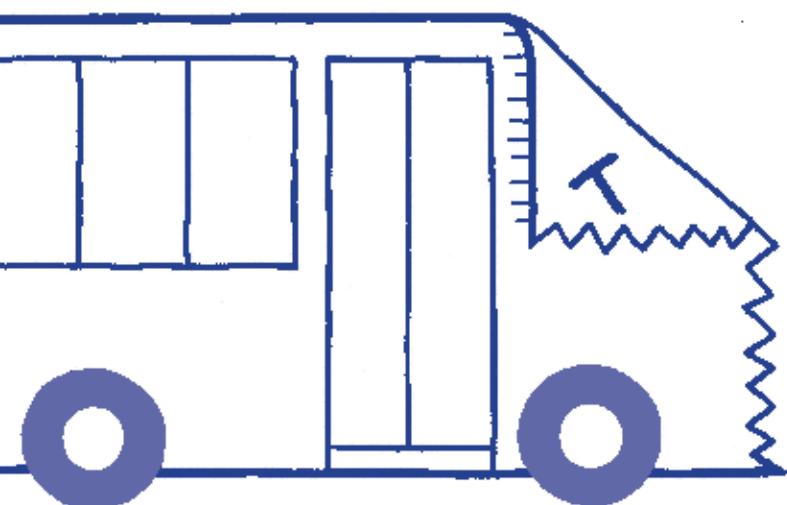
As you can see, there are lots of things to think about when organising the venue for an event. In Section 1, you identified the top five priorities for you and/or your group. Using these as your bases, and the above list and case studies for your inspiration, try deciding what is essential for you in a venue and what is desirable (there could be more or less than three items under each heading – it's up to you!):

#### Essential:

- 1.
- 2.
- 3.

#### Desirable:

- 1.
- 2.
- 3.



The smallest 4.5kW table top patio heater emits as much carbon dioxide (CO<sub>2</sub>) in two hours as the average individual electricity consumption for a whole day.

## 2.2. Food and drink

There is a lot to think about when choosing the food and drink for your event, but many of these things are very simple to do!

**“ I was offered a free venue for a local event I was running, but they didn't provide Fair Trade tea or coffee. I asked them if we could bring our own instead and this gave me the opportunity to start a discussion with them about why this was important to us. We still provided our own tea and coffee on that occasion, but they did say that in the future they would consider providing their own ”**

**Dave Chapman, bassac**



### Checklist Food and Drink...

- How are you going to ensure that you cater for dietary requirements? Could you include a section on your booking form?
- How can you ensure that food and drinks for the event are Fair Trade, locally sourced and/or organic? Can you use appropriate caterers?
- Or how about encouraging participants to bring their own food, with a prize for the most ethical?
- How can you ensure that you don't over-order food? Can you use booking forms more efficiently?
- If you do over-order food, what will you do with it afterwards? How much can be composted? Can some be sent to a nearby hostel/charity or is any appropriate for the animals in a local farm? Try [www.fareshare.org.uk](http://www.fareshare.org.uk) for some ideas about this.
- Can you provide paper goody bags so that people can take home leftover food with them? Perhaps you could use aluminium foil so that people can wash it and recycle it when they have eaten the food.
- Have you thought of using jugs of tap water or filtered water instead of bottled?
- Can you choose food and drink items that are not individually packaged? For example, can you provide jugs of milk and pots of sugar, rather than individual cartons/sachets?
- Will your caterers provide glasses and china plates instead of paper? Or, if a smaller event, can you provide your own? If not, how about using biodegradable plates and cutlery – [www.vegware.com](http://www.vegware.com) have a good selection of options, many of which are very affordable.
- How are the people providing the food going to bring it to the event? If there are lots of people providing food, can you organise one vehicle to transport it? Even better, can you hire a bicycle with a trailer on the back to bring the food?
- Can you choose caterers that have sound transport policies?
- Can you make sure that the food and drink is supplied either by local people or a local company?
- Is there a Fair Trade shop near to where you are holding the event? If so, would they like to have a stall at your event?
- Can you use the event to encourage people to grow their own food?

As with the venue, try deciding what is essential for the food and drink and what is desirable:

Essential:

- 1.
- 2.
- 3.

Desirable:

- 1.
- 2.
- 3.

**Use a jug of iced filtered water and glasses at your next meeting. Two fewer plastic bottles used means a saving of 1kg of CO<sub>2</sub>...and it will save you money too!**

## 2.3. Transport

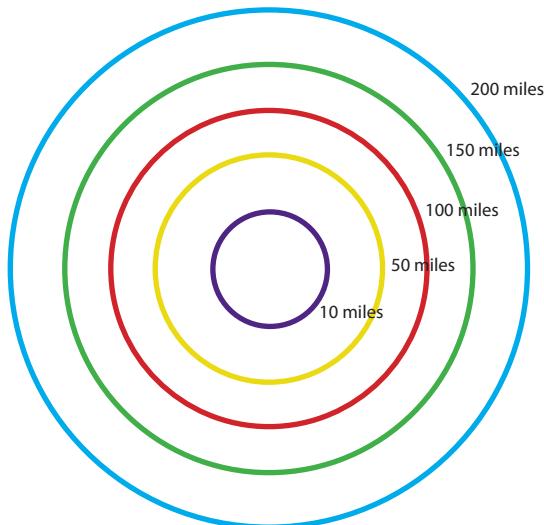
Now that you have thought about what's important for the venue and for the catering, you need to think about how people are going to get to the event.

### Travel survey (Mark Parker, bassac)

When everyone arrived at last year's conference, we asked them to tell us how they travelled to the venue. We wanted to raise awareness around travelling wisely, but also use our findings as a baseline for judging whether we could improve on the carbon footprint of the conference from one year to the next. We actually found that 74% came by public transport, cycled or walked, but we will be doing the same this year, since the conference is in a different place, to see what we can learn about helping our members to use less carbon intensive forms of travel to our conference. We also used two buses from a Community Transport operation to take people between the conference venue and the dinner and found that this worked really well.

Try the following exercise as a way of raising awareness about travelling wisely and providing you with some basic information from which to make judgements in the future.

1. Draw a set of five circles on a piece(s) of flipchart paper or a large whiteboard and label as shown below:



2. Give everyone a post-it note when they arrive and ask them to write on it where they have come from, their means of transport and how many miles they have travelled. If they have travelled by car/bus, it may be useful to know how many people travelled with them.

3. Get everyone to place their post-its on the chart.



### Checklist Transport...

- Have you approached your local authority to see whether it can provide you with mobile bike racks? Alternatively, try Sustrans: [www.sustrans.org.uk](http://www.sustrans.org.uk) for advice on services available in your local area?
- If not, can you organise a car sharing scheme or taxi pick up for groups of 4-5 people from public transport drop off points?
- If financially viable, could you provide a discount for people using the above methods of travel?
- Can you provide information about public transport options? Try Traveline's website for suggestions: [www.traveline.org.uk](http://www.traveline.org.uk).
- Alternatively, [www.walkit.com](http://www.walkit.com) has directions and timings for walking routes within several cities in the UK.
  
- How about providing electronic information on transport options?
- If you have a community notice board, could you put transport information/options there rather than printing multiple copies?
  
- Is there a community transport group/ local transport hub that you could use?
- If so, would they like to have a stall at your event?

As before, use the above information to help you decide what is essential and what is desirable:

Essential:

- 1.
- 2.
- 3.

Desirable:

- 1.
- 2.
- 3.

If you need to travel by car, check your car tyre pressure. Driving for 65 miles with tyres at the correct pressure can save 1kg of CO<sub>2</sub>!

## 2.4. Gifts/prizes

Try to think creatively about your gifts and prizes – they provide a great opportunity to express your values and support local producers.

### Getting the message across (Denise Thomas – Future Considerations)

For our last conference we tried to think about how we could use our gifts to promote our sustainable aims. After much discussion and many great ideas, we decided to provide all the attendees with a mug when they arrived. The logo on each mug read "Using a mug saves 500 plastic cups per year" and we asked everyone attending to use the mug for all their drinks for the whole conference. It generally went down really well with everyone and I think it was a great way of getting a message across!



### Checklist...

- If you are using promotional materials, can you use recycled materials? For example pens, pencils, bags. Try [www.remarkable.co.uk](http://www.remarkable.co.uk) for a really good range of recycled stationery.
- Can you ensure that the gifts you give are not excessively packaged and are durable?
- How about giving your delegates a pack of branded seeds? [www.promoseeds.co.uk](http://www.promoseeds.co.uk)
- Instead of presenting a bunch of flowers, could you give a plant?
  
- If you are presenting gifts, can they have a local focus? For example a hamper of local produce.
  
- Can you find a local producer or tradesperson to make a gift – for example a glass maker?

Now decide what is essential and what is desirable:

#### Essential:

- 1.
- 2.
- 3.

#### Desirable:

- 1.
- 2.
- 3.



## 2.5. Materials

Events of any size can create unnecessary waste. Have a look below for some ideas on how you can create less.



### Checklist...

- Is it possible to make your event literature non date-specific and therefore re-usable?
- If you are using name badges, can you collect them at the end of the event and re-use them next time?
- Can you encourage people to bring their own pens and notepaper?
- Are you able to use electronic means to promote the event rather than paper? For example flyers, registration forms, directions, programme, speaker presentations, training materials.
- Could you put one paper copy on a community notice board?
- How about advertising through your local radio station?
- Could your budget stretch to using recycled paper and vegetable inks? Can you print double sided? [www.alocalprinter.com/uk/recycled-paper](http://www.alocalprinter.com/uk/recycled-paper) has some useful information about recycled paper and printing options.
- Have you thought about the amount of paper literature you produce? How can you ensure that you don't over-produce?
- Can you use scrap paper for people who need to take notes?
- Can you use white boards rather than flipcharts in training sessions/workshops?
- How about handing out memory sticks instead of paper leaflets/presentations? Perhaps you could provide one per organisation/family/team?
- How about using reusable jute bags instead of folders?
- Can you use your literature to promote your values? For example your environmental statement or the Third Sector Declaration on Climate Change logo: [www.everyactioncounts.org.uk/declaration](http://www.everyactioncounts.org.uk/declaration)
- Can you use electronic evaluation forms?

**“** We try to find out what recycling facilities are available in the local area before we hold an event. After all, there is no point in asking people to collect their plastic bottles if the local council don't provide recycling facilities for them! **”**

**Lizzie White,  
Community Recycling Network (CRN)**

Now decide what is essential and what is desirable:

Essential:

- 1.
- 2.
- 3.

Desirable:

- 1.
- 2.
- 3.

#### Getting the balance right (Gary Blake - Barton Hill Settlement)

Every year we hold a Multicultural Feast with the aim of bringing the community together and connecting people who may otherwise remain isolated. Although we have access to the internet and email, many of the people in our community do not. Advertising the feast by email would therefore make it exclusive, not to mention quiet! So, we have to make a trade off between taking sustainable actions and meeting the needs of our community. We flyer all the local housing estates which means that we use paper, but we also try to reduce the impact of this as much as possible so use recycled paper and make the flyers small. If our budget allowed, we would use vegetable inks, but since it doesn't at the moment, that's something to aim for in the future. We do try to include a sentence on the flyers asking people to recycle them and also try to expand the purpose of the flyers by including an image that promotes community cohesion.

**Double sided printing halves paper use and reduces energy consumption by an estimated 25 per cent.**



## Checklist...

- How about having an artist who can make things for the children (or adults!) from waste paper or waste materials?
- If you are organising a local group meeting, could you arrange for a speaker to engage the group in the sustainable development debate?
- If you are having a barbecue, can you use British charcoal made from sustainably produced wood? Try visiting the Direct Gov website for more information: [www.direct.gov.uk/en/Environmentandgreenerliving/Greenergarden/DG\\_064411](http://www.direct.gov.uk/en/Environmentandgreenerliving/Greenergarden/DG_064411)
- Can you use a local music or dance group to provide entertainment?
- Can you incorporate a litter collecting/weeding/planting activity into your event?
- If your venue already runs a project, for example providing allotments or a local food scheme, how can you promote this to participants in your event?

## 2.6. Entertainment / Activities

The entertainment and activities that you provide at your event are another great chance to express your values and support local groups in a creative way.



*Every region in the UK has an Arts Council and each year we contact the relevant one for our conference location to find out about music, dance and theatre groups in the area. It is a great place to start if you are unfamiliar with an area. Even if we don't end up finding our entertainment through the Arts Council, it usually helps to get the creative process going!*

**Andrea Challinor, Community Matters**



## Finalising your plan

Now take your priorities from Section 1 and your essential/desirable list from Section 2 and use these to finalise what actions you are definitely going to take for your event this time. What might you like to leave for next time?

Remember that you can do some low- and some high-cost things, depending on your budget. And, of course, some of these will be easy and some harder.

Now decide what is essential and what is desirable:

### Essential:

- 1.
- 2.
- 3.

### Desirable:

- 1.
- 2.
- 3.



### **3. How did we do?**

Now that you have held your event, you will probably want to find out what people attending thought of your efforts to make it more sustainable. You will also want to review how successful you feel you were against your top five priorities. The sooner you can do this the better, whilst it is all fresh in your own and others minds!

It will also help to think about the following things at this stage:

- Who is going to be responsible for feeding back about successes and improvements?
- How are you going to ensure that lessons are learnt and taken seriously?
- How can you promote your successes?

#### **3.1. How can we tell what the people attending the event thought?**

This doesn't have to be complicated. If you have a standard evaluation form you can add in a couple of questions about the sustainable actions you took. Otherwise, perhaps you could draw up your own form using some or all of the following questions:

1. Were you aware that we were trying to make our event more sustainable?

Yes     No

2. If not, what could we have done to make this clearer?

3. Were you aware that we chose the food/venue/entertainment etc. to make our event more sustainable?

Yes     No

4. Did you like the food/venue/entertainment?

Yes     No

5. Would you like to know how your organisation can take action to make your events more sustainable?

Yes     No

6. If yes, please go to the Every Action Counts website [www.everyactioncounts.org.uk](http://www.everyactioncounts.org.uk) and download a copy of the guidance 'Every Action Counts...for our event'

7. Please give us your suggestions for sustainable actions that we could take in future events?

#### **3.2. How can we work out how successful we were?**

If you have worked with a team to organise the event, make sure that everyone can come together to do the review. You could try asking some of the following questions:

1. What went well and why?
2. What didn't go so well and what were the reasons for this?
3. Did we manage to stick to our budget, or even save money?
4. Did we receive feedback from the participants in our event? If so, was this positive or constructive?
5. What lessons have we learnt and how could we improve for future events?
6. Would we make changes to the planning process?
7. Are there things that we would/wouldn't do again?
8. Did we meet resistance? If so, how did we manage this and did we feel our approach worked?
9. What might our top five priorities be for next time?

Don't forget to celebrate your successes and keep an eye on the learning for next time!



## Where can I go for more information?

There are a range of information sources available that can help to guide you in organising sustainable events. Several of these are listed below, but the list is not exhaustive and you may well be able to find your own to add to it.

### Conferences and other indoor events

Organising 'Greener' Events (Every Action Counts, Feb 2008)  
[www.everyactioncounts.org.uk/upload\\_folder/factsheets/OrganisingGreenerEvents.pdf](http://www.everyactioncounts.org.uk/upload_folder/factsheets/OrganisingGreenerEvents.pdf)

Greener Events: A guide to reducing the environmental impacts of conferences and seminars (Our South West, May 2008)

[www.oursouthwest.com/SusBus/greener-events.pdf](http://www.oursouthwest.com/SusBus/greener-events.pdf)

A Guide to Greening your Event (Manchester City Council)  
[www.manchestergreencity.co.uk/site/images/stories/greenguide.pdf](http://www.manchestergreencity.co.uk/site/images/stories/greenguide.pdf)

Sustainable Venue Benchmarking Tool (London Sustainability Exchange)  
Sustainable Event Checklist (London Sustainability Exchange)  
List of Key Performance Indicators for a Sustainable Event (London Sustainability Exchange)  
All available at: [www.lsx.org.uk](http://www.lsx.org.uk)

Sustainable events guide Defra 2007 [www.defra.gov.uk/sustainable/government/advice/documents/sustainableEvents](http://www.defra.gov.uk/sustainable/government/advice/documents/sustainableEvents)

### Outdoor Events

Greener Events Guide Checklist - Outdoor/Community Events (Produced for the Government Office for the South West by Sustainability South West - May 2008)  
[www.oursouthwest.com/SusBus/outdoor-events%20companion-guide.pdf](http://www.oursouthwest.com/SusBus/outdoor-events%20companion-guide.pdf)

London Sustainability Exchange  
[www.lsx.org.uk](http://www.lsx.org.uk)

## General sources of information on green practice

### Useful publications

Changing the way we work: An Every Action Counts guide to greening your office [www.everyactioncounts.org.uk/guides](http://www.everyactioncounts.org.uk/guides)

Your community building counts: Helping community buildings lead the way to a better future  
[www.everyactioncounts.org.uk/guides](http://www.everyactioncounts.org.uk/guides)

### Useful websites

A Local Printer (information on recycled paper):  
[www.alocalprinter.com](http://www.alocalprinter.com)

Community Recycling Network  
[www.crn.org.uk](http://www.crn.org.uk)

Carbon Neutral Company  
[www.carbonneutral.com](http://www.carbonneutral.com)

Carbon Trust  
[www.carbontrust.co.uk](http://www.carbontrust.co.uk)

Defra  
[www.defra.gov.uk](http://www.defra.gov.uk)

Foreshare (for advice about passing on your leftover food)  
[www foreshare.org.uk](http://www foreshare.org.uk)

Promo Seeds (supply branded seeds)  
[www.promoseeds.co.uk](http://www.promoseeds.co.uk)

Recycle Now (lots of information about recycling)  
[www.recyclenow.com](http://www.recyclenow.com)

Remarkable (recycled stationery, bags etc.)  
[www.remarkable.co.uk](http://www.remarkable.co.uk)

Sustrans (for advice on sustainable transport)  
[www.sustrans.org.uk](http://www.sustrans.org.uk)

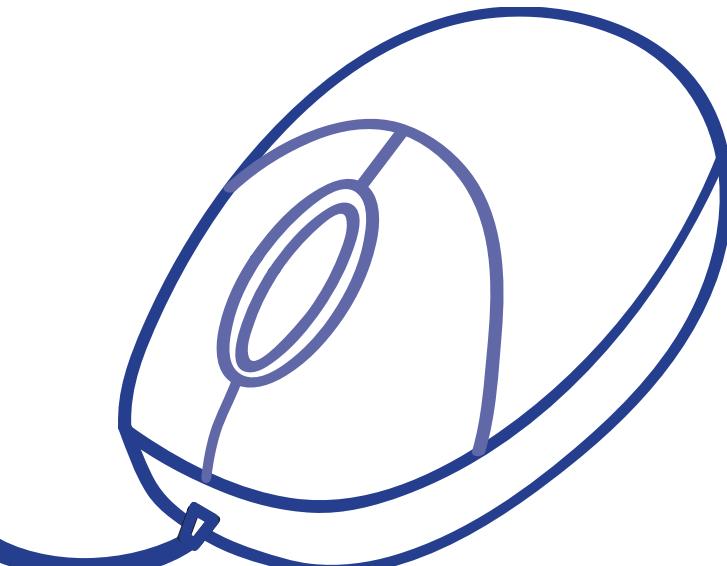
Talk Action (social environmental event and education specialists)  
[www.talkaction.org](http://www.talkaction.org)

Third Sector Declaration on Climate Change  
[www.everyactioncounts.org.uk/declaration](http://www.everyactioncounts.org.uk/declaration)

Traveline (nationwide public transport routes)  
[www.traveline.org.uk](http://www.traveline.org.uk)

Vegware (biodegradable cutlery and plates etc.)  
[www.vegware.com](http://www.vegware.com)

Walk It (nationwide walking routes)  
[www.walkit.com](http://www.walkit.com)





To encourage the widest possible use and adaptation of material produced by Every Action Counts we publish all our material under Creative Commons.

### **What it means**

You are free:

- to copy, distribute, display, and perform the work
- to make derivative works

Under the following conditions:

- Attribution. You must give the original author credit.
- Share Alike. If you alter, transform, or build upon this work, you may distribute the resulting work only under a licence identical to this one.
- For any reuse or distribution, you must make clear to others the licence terms of this work.
- Any of these conditions can be waived if you get permission from the copyright holder.
- Nothing in this license impairs or restricts the author's moral rights.

A copy of the full licence is available from

<http://creativecommons.org/licenses/by-sa/2.0/uk/legalcode>

<http://creativecommons.org> is the main website where you can read more about Creative Commons.

This publication is available to download at

[www.everyactioncounts.org.uk/guides](http://www.everyactioncounts.org.uk/guides)