

Newzeeye conferences' sustainability policy

(Updated 23/10/08)

Recommendations taken from:

Defra's *Sustainable Events Guide*

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<http://www.sustainable-development.gov.uk/advice/sustainable-events-guide.htm>

Greener Events Guide and Checklist

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<http://www.oursouthwest.com/SusBus/gevents.html>

Guide Recommendations

Newzeeye Policy and Activities

Transport	
Reduce need for travel:	
• Consider whether video or teleconferencing is a viable alternative	Review practicalities
• Consider where delegates are travelling from and choose a location which minimises the requirement for travel	Do as standard
• Recommend accommodation within walking distance of event venue or use a venue which also offers accommodation	Do as standard
Reduce the impacts of travel by offering a travel plan:	
• Try to find venues close to public transport and promote the available public transport links to delegates. Provide a link to a travel site	Do as standard
• Provide a link to a map and tell delegates how they can reach the venue on foot	Do as standard
• Promote and/or provide cycling facilities, such as local cycle lanes & routes and bike racks	Research cycle facilities near venue and include on joining instructions where available
• Limit the number of car parking spaces available, and provide them only to those who are unable to travel by public transport	Recommend delegates use public transport and stress costs of driving (parking fees and congestion charge in London) to discourage car use
• For those travelling by car, encourage car-sharing: put delegates in touch with others travelling from the same areas so they can share cars	Review practicalities
• Offset staff and delegate carbon emissions or encourage delegates to offset their own emissions – a British Standard on carbon offsetting is due to be published in autumn 2007	Offset our own emissions from staff and speaker travel; encourage delegates to offset their own emissions
Venue	
Choice of venue:	
<ul style="list-style-type: none"> • Use sustainability issues as part of the venue selection process: <ul style="list-style-type: none"> – Ask potential venues for their in-house environmental policy – Ask hotels if they are registered with the Green Tourism Business Scheme which provides a comprehensive green audit of accommodation facilities, or if they have won any Sustainable Business Awards – Good access via public transport and for disabled people – Choose venues interested in sustainability issues, and tell them that's why you chose them – Choose venues offering in-house technical equipment & support (e.g. staging, audio-visual) can reduce equipment transportation 	Ask venues for green credentials and use result to inform venue selection decision. We also tell venues with poor credentials which are not selected that their green credentials were one of the main reasons they were not selected, to encourage improvement

Energy and waste:	
<p>Where practical select venues that:</p> <ul style="list-style-type: none"> – Buy products with a reduced environmental impact e.g. energy-saving lightbulbs, energy efficient electrical equipment, recycled paper, low VOC paints, natural cleaning products etc – Practice waste minimisation and recycling – Have installed water-efficient devices for taps and toilets and water saving devices for showerheads – Have implemented water conservation measures such as rain water harvesting or grey-water reuse – Buy green electricity or generate renewable energy – Have installed motion sensors for corridor lighting and reminders to turn lights off when leaving rooms – Change bed linen and towels only if guests request – Provide toiletries via dispenser, not individually packaged – Use natural ventilation – Maximise natural lighting so reducing the need for electric lighting – Offer in-house technical equipment and support (e.g. staging, audio-visual) to reduce equipment transportation 	<p>Ask venues as part of the venue selection process, and use results to inform decision</p>
<ul style="list-style-type: none"> • Make sure all electrical equipment and power supplies are turned off when not in use, encourage delegates to use the stairs instead of lifts 	<p>Attempt to do as standard, but room for improvement</p>
<ul style="list-style-type: none"> • Use heating and air conditioning sparingly 	<p>Attempt to do as standard, but room for improvement (especially in venues without user-controlled thermostats)</p>
<ul style="list-style-type: none"> • Provide clearly labelled recycling bins for different types of waste and advertise their presence 	<p>Attempt to do as standard, but room for improvement</p>
Catering:	
<p>As far as possible, ask your caterer to serve:</p> <ul style="list-style-type: none"> – Fresh, local produce in season – Consider produce meeting farm assurance standards, such as Red Tractor, LEAF Marque or equivalent 4 – Fish from sustainably managed sources that are harvested in a manner that does not lead to over-fishing or depletion of exploited populations – Fairly traded products, such as coffee, tea, bananas and chocolate – A good range of vegetarian choices and options suited to specific dietary requirements, including choices for ethnic minorities – Fresh fruit as an alternative to prepared desserts – Meals produced from healthy and nutritious ingredients and avoid foods that are high in fat, salt and sugar – Serve food in bulk rather than individually packaged – Tap water to save on transportation of bottled water and recycling of bottles. If bottled water is unavoidable, buy water in biodegradable corn-based bottles or, as a last resort, ensure the bottles are recycled 	<p>Request fair-trade, vegetarian and healthy options, and seasonal menus as standard. Request bulk sugar and milk rather than individual sachets, tap water rather than bottled.</p>
<p>Additional questions to ask your caterer:</p> <ul style="list-style-type: none"> – Do you operate a recycling scheme? – Do you have facilities to compost leftover food waste? – Do you use reusable crockery, glassware, cutlery, tablecloths etc where possible? 	<p>Ask as standard. Request composting on a continual basis, as we've found very few venues in London that provide this facility and need encouragement to implement</p>
<p>Plan food requirements carefully to avoid unnecessary waste</p>	<p>Do as standard</p>

Waste	
Reducing paper waste: <ul style="list-style-type: none"> – Use websites and emailing lists to promote the event – Use double-sided printing for promotional materials and handouts – Use non-glossy, recycled paper, with vegetable based inks where possible – Print documents in black and white rather than colour – Format any handouts so as to minimise the amount of paper used – Minimise the length of the registration form or use electronic registration where possible and publish the event itinerary on-line – Ask the venue to recycle paper and cardboard waste etc, and to provide suitable recycling bins – If you are providing delegate packs (if in a folder, make it re-usable), give these to delegates when they register on arrival – not beforehand – to avoid duplication – Avoid mass distribution of handouts – allow attendees to download copies from the internet – Where slides cannot be downloaded from internet, provide on CB or USB stick 	<ul style="list-style-type: none"> – Do large amounts of electronic marketing and e-confirmation of bookings as standard – Do some paper marketing (mailing and inserts) and send out invoices in paper – review practices and see if can be improved – Only provide handout materials on arrival, printed double-sided and black and white, and provide slides in electronic format to reduce amount of materials produced – Where materials are printed, ask printers for recycled paper – Print in-house paperwork double-sided – Reuse any documentation that is no-longer needed and is printed only on one side (included externally produced documentation, i.e., mailings received, etc.) to print in-house documentation on the other side – Recycle waste paper that cannot be reused
Reducing other waste: <ul style="list-style-type: none"> – Use portable display materials – Use reusable materials for exhibition stands, flooring etc. Hire rather than purchase items – If bags are needed, use reusable organic cotton, jute or recycled bags rather than plastic, and advertise the benefits on the bags – Provide re-usable name badges (and remember to collect them at the end of the event) – Minimise use of accessories that are harmful to the environment (e.g. plastic leaflet wallets) – Feature conference name and date on holding slide rather than single use stage set graphics – Minimise use of high wattage stage lighting – Use drymark eraser boards rather than paper in workshop presentations 	Do as standard
Contracts	
<p>Include clauses in contracts requiring suppliers to comply to your sustainability policy, such as:</p> <ul style="list-style-type: none"> • The supplier will use energy and water as efficiently as possible • The supplier will comply with the event organiser's waste management requirements, including a recycling policy • The supplier will comply with the event organiser's sustainable catering requirements • The supplier will measure their impacts relating to the event, e.g. food miles, energy use, waste produced and recycled, water used 	Review and improve procedures

Social wellbeing	
<ul style="list-style-type: none"> • Basic standard requirements will include access to buildings such as; level or ramped entry, acoustics appropriate for hearing aid users and (working) loop systems in lecture theatres or reception desks • Ensure you communicate emergency evacuation arrangements such as; <ul style="list-style-type: none"> – flashing light fire alarms or vibrating pagers for deaf people – fire refuges or alternative escape routes for people with mobility impairments – the accessibility of external paths and landscaping – accessible toilets, convenient and reserved parking spaces for those who need them 	Use wheelchair accessible venues as standard; review other recommendations and plan for implementation
<ul style="list-style-type: none"> • There are legal requirements for employment (equal opportunities and pay) and health and safety: if you become aware of breaches of these, intervene 	Do as standard
<ul style="list-style-type: none"> • Identify and engage with stakeholders e.g. local community and communicate information about the event and the sustainability measures being undertaken 	Review and develop policy
<ul style="list-style-type: none"> • Communicate local attractions and amenities to your delegates to benefit the local economy and educate delegates 	Review and develop policy
Raising awareness	
<ul style="list-style-type: none"> • Make delegates aware of the sustainability measures being taken to improve the image and reputation of the organisation and to protect the environment. For example, make an announcement at the welcome session with information about the seasonality of the produce on offer and the benefits this delivers (e.g. benefits of local or international options). This information should also appear on any electronic communication. 	Provide basic information at event and on website. Review and determine how to improve awareness
Evaluation	
<ul style="list-style-type: none"> • Evaluate the success of the measures taken and learn for next time. In addition to your evaluation, offer delegates the opportunity to provide feedback e.g. electronically or on a recycled paper form – preferably before they leave 	Do as standard
<ul style="list-style-type: none"> • Email delegates and other stakeholders to inform them of the successes, and areas for improvement, such as energy savings and % waste recycled. Transparency is a key principle of sustainability. No-one expects you to be perfect, but they expect you to try 	Review and develop policy and procedures
<ul style="list-style-type: none"> • Use carbon calculators to calculate the emissions generated by the event. 	Currently calculate travel and shipping related emissions. Develop procedure to calculate other sources of emissions.

Review completed 23 October 2008

Next review incorporating results and improvements to be completed by 20 February 2009

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