Responsible Event Plan

## Commitment

[Publicly making a commitment helps get everyone on board, provides a clear message to your stakeholders and helps set expectations for those you work with.]

We commit to uphold [event]’s approach to sustainability through the actions outlined in this plan.

Event ……………………………………………………………………..

Name …………………….……………………………………………….

Position ……………………………………………………………………..

Sign ……………………………………………………………………..

Date …………………..…………………………………………………

## Measurable Progress

[Be sure to set SMART targets (specific, measurable, achievable, realistic and timebound) for improvements e.g. we will reduce waste to landfill from our next event by 20%.

* Specific — waste to landfill.
* Measurable — number of bins (or tonnes if the waste partner can measure weight).
* Achievable — 20% is achievable with the right tactics, such as having volunteers stationed at bins to help attendees choose to use recycling and composting bins.
* Realistic — this is a no-extra-cost tactic that the event can afford to implement.
* Timebound — the next event held.]

## Emissions

**Objective** — Reduce emissions associated with the event.

**Target** — [SMART target]

**Key performance indicators** — [KPIs e.g. kg of greenhouse gas emissions/person]

[The areas where your event can make the biggest reductions in emissions are in your choices around energy, transport and food. Offset emissions that can’t be reduced and don’t provide social licence to sponsors who aren’t environmentally responsible or climate-smart, such as fossil fuel energy companies.]

| Actions required to achieve target/s | Responsible person | Target completion date | Results |
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Initiatives to improve on and add based on learnings from this year:

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## Venue

**Objective —** Use venue/s that support sustainable practices.

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| --- | --- | --- | --- |
| Venue components/features | Yes | No | N/A |
| Energy |
| Powered by renewable energy? |  |  |  |
| Insulation, ventilation and energy efficient lighting, heating/cooling and equipment?  |  |  |  |
| Water |
| Drinking water tap to fill bottles?  |  |  |  |
| Water efficient appliances? |  |  |  |
| Rainwater tank? |  |  |  |
| Reuse greywater? |  |  |  |
| Purchasing habits |
| Plant-based, local and seasonal catering options? |  |  |  |
| Reusable/compostable items instead of single use plastic?  |  |  |  |
| Sustainable supplies e.g. cleaning products? |  |  |  |
| Waste & resource recovery |
| Recycling facilities? |  |  |  |
| Promote/facilitate the use of reusable containers? |  |  |  |
| Reduce paper printing e.g. marketing materials, and single use decorative items? |  |  |  |
| Upcycled or recycled products and materials? |  |  |  |
| Organic waste facility, donate food that isn’t eaten, or recycle food waste? |  |  |  |
| Transport |
| Bicycle racks? |  |  |  |
| Easily accessible by public transport (within 300m)? |  |  |  |
| Accessible for people with disability, including for transport to the venue? |  |  |  |
| Measurement & reporting |
| Provide environmental performance data? |  |  |  |
| Carbon neutral? |  |  |  |

| Actions required to achieve target/s | Responsible person | Target completion date | Results |
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Initiatives to improve on and add based on learnings from this year:

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## Energy

**Objective** — Reduce energy use through increased energy efficiency.

**Target** — [SMART target]

**Key performance indicators** — [KPIs e.g. electricity consumption (kWh/person), gas consumption (MJ/person), generator fuel consumption (diesel/biodiesel L/person), etc.]

[Buy renewable energy, use energy-efficient electric appliances, etc.]

| Actions required to achieve target/s | Responsible person | Target completion date | Results |
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Initiatives to improve on and add based on learnings from this year:

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## Food

**Objective** — Reduce the environmental impact of food and drinks.

**Target** — [SMART target]

**Key performance indicators** — [KPIs e.g. plant-based vs animal-based meals ($ and %), leftover food donated (kg), products with a certification (%). Etc.]

* [Provide a significant portion of total food options as plant-based and locally produced.
* Reduce food waste by providing accurate visitor numbers for planning.
* Prioritise catering that provides plant-based, fair trade, local, seasonal, carbon neutral and other sustainable options.
* Engage a social enterprise for catering.
* Provide/sell reusable bottles and cups.
* Stipulate that caterers avoid single use products, use compostable and recyclable food containers and cutlery, and avoid products with excessive packaging.
* Partner with an organisation that redistributes leftover food to people in need or send food waste to a compost facility.]

| Actions required to achieve target/s | Responsible person | Target completion date | Results |
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Initiatives to improve on and add based on learnings from this year:

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## Waste

**Objective** — Reduce waste going to landfill.

**Target** — [SMART target]

**Key performance indicators** — [KPIs e.g. landfill (kg or m2/person), recycling (kg/person), drink container recycling (kg/person), food waste to landfill (kg/person), food waste to compost (kg/person), food donated/diverted for use (kg/person), etc.]

* [Minimise the amount of waste generated by following the waste hierarchy — avoid, reduce, reuse, recycle— before, during and after your event. Recycling shouldn’t be your first solution as it requires a lot of energy.
* Use digital (paperless) tickets, maps, programs and schedules.
* Provide recycling and organic waste collection bins. Use friendly waste warrior educational volunteers and signs on bins to help attendees use the bins correctly.
* Avoid single use waste including merchandise and giveaways. If you can’t reuse it, refuse to buy it.
* Reward attendees for bringing reusable cups, bags and bottles, such as with discounts and competitions.
* Add extra cost to single use items to encourage reusable items e.g. 50c extra for takeaway cups.
* Make it part of waste remover’s contract to report on where rubbish and recycling was taken].

| Actions required to achieve target/s | Responsible person | Target completion date | Results |
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Initiatives to improve on and add based on learnings from this year:

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## Purchasing

**Objective** — Reduce the environmental impacts of products used at the event.

**Target** — [SMART target]

**Key performance indicators** — [KPIs e.g. products that are recycled, recyclable or reusable (%), products locally made (%), products with an environmental certification (%), etc.]

* [Set minimum standards for purchasing and a cost differential allowance e.g. allow up to 10% more spend for a more sustainable alternative.
* Purchase items that are made from recycled materials, are recyclable, reusable or have a guarantee they are made to last.
* Purchase locally made products with low carbon miles.
* Avoid products with excessive packaging or buy in bulk e.g. swap single-serve packaged products with loose or bulk packaged items.
* Purchase products with an environmental or social certification e.g. Forest Stewardship Council, fair trade, carbon neutral and Australian made.
* Share goods and services (hire/lease) rather than buy.
* Hire local entertainers and local suppliers.
* Offer experiences rather than products e.g. make a donation in the winner’s name to a local charity for prizes.
* Sell responsible merchandise, such as reusable water bottles and organic hemp shirts.
* Use natural materials for kids’ crafts.
* Consider testing the water with green choices for participants to buy into i.e. crowdfunding your initiatives.]

| Actions required to achieve target/s | Responsible person | Target completion date | Results |
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Initiatives to improve on and add based on learnings from this year:

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## Transport

**Objective** —

**Target** — [SMART target]

**Key performance indicators** — [KPIs e.g. attendees who drove to the event alone/with someone (number or %), attendees who took active transport (number or %), km travelled/person, etc.]

* [Provide remote and virtual attendance options.
* Provide information on walking, cycling and public transport to your event.
* Offer incentives to use climate-smart transport options, including car-pooling e.g. free coffee or social media competition with prizes for attendees who use or organise free public transport.
* Provide a shuttle service from public transport stops to your event.
* Ensure there are adequate bike racks and parking.
* Organise bike or scooter share if your event is at multiple venues.
* Link to carbon offsetting service on your website to encourage attendees to carbon offset their trip.]

| Actions required to achieve target/s | Responsible person | Target completion date | Results |
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Initiatives to improve on and add based on learnings from this year:

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## Water

**Objective** — Use water efficiently.

**Target** — [SMART target]

**Key performance indicators** — [KPIs e.g. water consumption (L/person), etc.]

* [Provide drinking fountains.
* Use water-efficient lease/hire appliances and equipment.
* Use a water efficient, waterless or greywater toilet provider who disposes of wastewater correctly.

| Actions required to achieve target/s | Responsible person | Target completion date | Results |
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Initiatives to improve on and add based on learnings from this year:

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## Social responsibility

**Objective** —

**Target** — [SMART target]

**Key performance indicators** — [KPIs e.g. local businesses supported by event (number or %), amount donated to or fundraised by local community groups and charities ($), amount of positive feedback or net promoter score by local resident, performers who are diverse (%), etc.]

* [Make a public statement of commitment to provide a clear message to your stakeholders to increase environmental awareness, drive behaviour change, and demonstrate your innovation and leadership.
* Support businesses owned by locals and Aboriginal and Torres Strait Islander peoples, and not-for-profit and socially responsible organisations.
* Encourage community groups to become involved in your event e.g. collect Containers for Change, or to create an ongoing legacy for the community e.g. philanthropic and volunteer projects.
* Use diverse entertainers, MCs and models in marketing (gender diverse, different cultures, LGBTIQ+, people with disability, old and young, etc.).
* Partner with a socially conscious charity to fundraise for their cause.
* Ensure your event is accessible e.g. provide step-free access, hearing loops, sign language interpretation, other language interpreters, large print versions of text, audio versions, and clear language.
* Provide catering choices that consider cultural, healthy, nutritious and specific dietary requirements.
* Work to reduce noise, traffic and disturbances for neighbours.]

| Actions required to achieve target/s | Responsible person | Target completion date | Results |
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Initiatives to improve on and add based on learnings from this year:

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## Communication & Partnerships

**Objective** —

**Target** — [SMART target]

**Key performance indicators** — [KPIs e.g. increase accessibility of the event, etc.]

* [Develop and publish a sustainability policy for the event including a statement of your vision, values, commitments and SMART goals.
* Share your sustainability message to artists, venues, suppliers, staff, crew, volunteers and attendees through programs, signs, video, social media and MC announcements.
* Promote the benefits of these choices to your stakeholders and attendees.
* Show backstage footage of your employees or give an inside look to your event production and how you are implementing your green choices.
* Use generic signs that can be reused or easily updated.
* Consider a small opt-in donation when selling tickets to raise funds for sustainability infrastructure that supports your green goals.
* Promote sustainable behaviours e.g. BYO water bottle, coffee cup, bag, etc.
* Work with caterers, venues, entertainers, stallholders and sponsors who share your vision to create a sustainable event.
* Ask sponsors to communicate their green credentials at your event.

| Actions required to achieve target/s | Responsible person | Target completion date | Results |
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Initiatives to improve on and add based on learnings from this year:

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