

Greener Events at Henley Business School



A guide to reducing the environmental impacts of conferences and seminars

We at Henley Business School understand that event organisers are increasingly concerned with environmental issues associated with their events. Promoting greener conferences and events is a challenge, requiring leadership, vision, teamwork and above all, commitment by every one of us.

At Henley Business School, we have already put in place a number of initiatives, as part of our ambition to gain accreditation to ISO14001, which all our operations teams have made a commitment to pursuing. One such commitment is to work with our clients to host more environmentally friendly events. To this end we have adopted the “Greener Events” guide, devised by the Government Office for the South West. The guide has been produced to help event organisers reduce some of the negative environmental impacts that large conferences and events can have on the environment and suggests ways in which these can be minimised or eliminated - whilst providing social and economic benefits also.

GREENER EVENTS CHECKLIST - for discussions between event managers and venues

Venue choice (and audio visual)

- Choose a venue that has good access via public transport & for disabled people
- Ask potential venues for their in-house environmental policy
- Choose a venue interested in sustainability issues, and tell them that's why you chose them
- Venues offering in-house technical equipment & support (e.g. staging, audio-visual) can reduce equipment transportation
- Consider video conferencing and/or recording the event for wider access via the internet

CO₂ Emissions (including travel)

- Take measures to reduce CO₂ emissions from delegates travelling to the venue, i.e. provide information about local public transport, (with pedestrian routes), and encourage its use. Where appropriate promote car sharing e.g. circulate attendees list in advance
- Minimise unnecessary lighting, heating / air conditioning
- Offset CO₂ emissions arising from the event

Catering & Locally Produced Food

- Plan food requirements carefully to avoid unnecessary waste (e.g. use event registration form to obtain information)
- Ensure that dietary requirements are catered for and offer vegetarian choices
- Plan meals using seasonal, local produce wherever possible. Consider organic produce
- If serving fish, use fish from sustainable sources
- Wherever possible ensure fruit is provided as an alternative to sweet desserts
- Left over food: consider donating to local charity or sending for local composting

- Ensure tea/coffee is Fair Trade & provide tap water as an alternative (if you must use bottled water, make sure it is local!)
- Minimise use of individually packaged food/drink items (e.g. provide milk / cream in jugs rather than individual plastic cartons)
- Use reusable crockery, glassware & cutlery where possible (to reduce waste)

Reducing Waste (& costs)

Pre Event:

- Use websites & emailing lists to promote the event
- Use double-sided printing for promotional materials & handouts. Use recycled paper where practicable
- Use portable display materials (easily transported by an attendee & can be re-used)
- Seek naturally lighted meeting & exhibition areas
- Format any handouts so as to minimise the amount of paper used
- Where possible, write material in a re-usable format (general rather than event specific)
- Minimise the length of the registration form or use electronic registration where possible & publish the event itinerary on-line
- Ask the venue to recycle paper & cardboard waste etc – and to provide suitable recycling bins
- Make your own note pads from scrap paper

During the Event:

- 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
- Ensure presenters are aware of electronic presentation facilities & that their presentation will be distributed electronically after the event
- Provide re-usable name badges (& 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 & date on holding slide rather than single use stage set graphics
- Minimise use of high wattage stage lighting
- Promote energy & water efficiency to participants – e.g. switch off lights when rooms are not in use
- Use drymark eraser boards rather than paper in workshop presentations
- Request that any unused items be collected for use at another event

Post Event:

- If not issued at the event, send out delegate feedback questionnaire by email
- Give any feedback you have to the venue

And finally...

Don't forget to tell your delegates that the event has been arranged in partnership with Henley Business School to specifically reduce the event's environmental impact (low CO₂ emissions, climate neutral, locally sourced food, and reduction in waste). You could also use the following wording on your event programme: *Organised in accordance with the principles of the nationally recognised "Greener Events" guide*