

Eco-Friendly Events: 5 Practical Tips

5 MIN READ



As Earth Day approaches, it's important for the events industry to consider its environmental impact and prioritize sustainability.

#1 – Reduce, Reuse, Recycle

Reducing waste is a critical aspect of promoting sustainability in the live event industry. Encourage attendees to bring their own reusable water bottles and use recyclable paper products. Venues can also set up a system for collecting and properly disposing of waste, including composting and recycling. Additionally, support local and sustainable vendors that offer environmentally friendly products and services.

Reducing waste at events not only benefits the environment but also offers financial benefits. Venues can reduce expenses by eliminating the need for single-use plastic products, such as cups and cutlery, and by minimizing the amount of waste generated during the event. Implementing waste reduction strategies sends a powerful message to attendees, vendors, and stakeholders that the live event industry is committed to promoting eco-friendliness and sustainability.

#2 – Encourage Sustainable Transportation Solutions

Encourage attendees to use sustainable transportation options, such as public transit, by providing information on these options and partnering with local transit agencies to offer discounts. Provide bike racks to promote cycling and promote carpooling through social media and other communications. In addition to reducing carbon emissions and promoting sustainability, using sustainable transportation options can also help alleviate traffic congestion and parking issues at events.

Since many attendees will still need to drive to your event, install electric vehicle charging stations for EV owners and consider a parking discount for people who carpool.

#3 – Shrink Your Footprint

Offset your event's carbon emissions by investing in renewable energy projects or partner with a carbon-offset organization such as [Terrapass](#), which partners consumers with fund projects like reforestation, farm power, and landfill gas to help reduce the impact of the carbon emissions we produce each day.

[According to our latest consumer behavior report](#), event attendees are more likely to donate to a specific campaign with clear public goals. Engage your audiences and encourage them to contribute to your cause.

Ultimately, be sure to do your research, evaluate options, and choose an organization that aligns with your organization's sustainability goals and values.

#4 – APP-ly Digital Methods

Reduce the amount of waste generated at live events by adopting mobile apps, which can replace printed materials and allow attendees to easily access event information. A Branded app offers flexibility and customization options, allowing you to tailor the app to the specific needs of your event. For example, you can include features such as personalized schedules, push notifications, and interactive maps to enhance the attendee experience. Apps also provide a more personalized experience for attendees, making the event more enjoyable and convenient.

Learn how AudienceView Spotlight can create a custom app for your venue.

[Learn More](#)

#5 – LEED the Way

LEED (Leadership in Energy and Environmental Design) is a rating system developed by the US Green Building Council (USGBC) to evaluate the environmental performance of buildings and encourage sustainable design practices. The certification process evaluates buildings in several categories, including water efficiency, energy efficiency, materials and resources, indoor environmental quality, and sustainability.

By pursuing LEED certification, live event venues can demonstrate their commitment to sustainability and promote environmental responsibility to attendees, vendors, and stakeholders. Additionally, LEED certification can be cost effective by reducing energy and water usage and increasing the efficiency of building systems.

We'd be happy to tell you more about the LEED certification process, as AudienceView's office building in Toronto is certified LEED Gold!

Live events have a significant impact on the environment, and it is essential to make conscious efforts to reduce our industry's ecological footprint. As outlined in this article, there are several practical and achievable ways that event organizers can implement eco-conscious practices, and by adopting these measures, we can collectively contribute to a healthier planet and create a more sustainable future for the events industry. Let's take action this Earth Day and every day to make our live events more environmentally responsible.