



DESIGN HOTELS™

Conscious Event Guidelines

July 2022
Our Conscious Journey

Conscious Planning Process

Pre-Event

1. Confirm sustainability team leads
 2. Determine our requirements
 3. Establish our goals
 4. Identify and prioritize issues
 5. Develop an action plan (based on Conscious Event Guidelines)
 6. Engage stakeholders and communicate targets
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Onsite

7. Execute sustainability plans
 8. Manage suppliers and production
 9. Measure output
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Post-Event

10. Sustainability Event Audit
11. Participant Survey
12. Continuous improvement assessment
13. Communicate learnings

Conscious Event Guidelines

Location + Accessibility

(H) Consider the destination in relation to where guests will be traveling from.

(H) Reduce site inspections. If you need to travel somewhere, try combining it with other meetings to reduce the number of times you travel.

(H) Minimize the number of speakers flying in from overseas.

(H) Choose DMCs, operators, and airlines that have green policies and actively work to reduce their impact on the environment.

(M) Encourage attendees to use train, public transport to travel to the event. Inform them of the options prior to arrival.

(M) Set up a carpool if driving is essential. Use electric cars, hybrid cars, or cars that use alternative fuels, if possible.

(M) Offer bike racks, bike storage areas, or a bike concierge at the event.

(L) Reduce damage to grass and outdoor areas to avoid waste and impact on the environment.

(L) Encourage the design and build of the event to be based on standard-hire items with minimal construction. Avoid approaches that are not reusable.

Waste

(H) Monitor RSVP and attendance numbers to ensure supply is tailored to the number of guests, thereby avoiding waste.

(H) Don't offer materials in abundance.

(M) Ensure recycling is in place at the event and monitor its effectiveness.

(M) Ensure excess food is composted or collected and donated.

(M) Investigate outlets and avenues for recycling unwanted or excess items, materials, and products to reduce waste.

(L) Provide recycling bins where participants can separate waste at the venue and in guestrooms.

Energy + Water

(H) Choose event partners that use green energy whenever possible.

(H) Choose generator suppliers that use modern, fuel-saving, environmentally friendly units, such as biodiesel.

(M) Work with the venue to reduce power and air-conditioning use when not required.

(M) Venue should actively implement procedures that limit unnecessary towel and linen changing.

(L) Exhibitions are a major source of excess power, as equipment is often left on overnight. Appoint a staff member to be responsible for ensuring that lighting and power use is reduced.

Products + Produce

(H) Eliminate or reduce single-use plastics (bottles, packaging, signage, etc.) as much as possible.

(H) Reduce meat products.

(H) Choose local and seasonal F&B.

(H) Recycle materials from build/stage, etc. after the event.

(M) Provide tap water instead of bottled water.

(L) Buy products made from recycled materials when possible.

(L) Make arrangements with suppliers for the return of unwanted or unused products and materials, such as printing cartridges, containers, and packaging.

Community, Culture + Diversity

(H) Create a diverse program of contributors and partners.

(H) The majority of suppliers should be local so that we integrate with the local community (e.g. using local talent).

(H) Be respectful of the communities we enter. Educate the team and participants on local customs.

(M) Choose sustainable recreational activities that do not detract from the natural and social environment.

(L) Support local initiatives. Give back. Offer a volunteering opportunity (e.g. all team to support a cause at the end).

(L) Participants should get involved in a local activity. Give back to the community.

Communication

(H) Livestreaming or recording could allow overseas people to participate without flying.

(M) Reduce the amount of printed promotional materials. Supply electronically instead.

(M) Reduce the amount of dead stock with merchandise and gift bags at events.

(M) Create a communication plan for before, during, and after the event. Look for touch points during the event where sustainability efforts can be communicated as transparently as possible.

(L) Ensure practices are put in place to encourage recycling and minimal use of resources. Put up signs to help remind and educate participants.

(L) Submit proposals and quotes electronically and reduce handouts in meetings.

***H=High Impact, M=Medium Impact, L=Lower Impact**

