
CORNWALL|365

SUSTAINABLE CORNISH INDOOR EVENTS

CHECKLIST



SUSTAINABLE CORNISH INDOOR EVENTS CHECKLIST



As we all know, Cornwall is an amazing place to be with exciting and creative events happening all year round. But now, more than ever, we have to do our part to reduce the environmental impact of our work and protect our planet. We are thrilled to work with Livvy Drake (Sustainable Sidekicks/Kambe Events) who has produced this fantastic checklist for indoor events. This document will provide a framework to help you discover sustainable solutions and make running green events both accessible and achievable.

This checklist can be applied to indoor events of all sizes in all types of venues, use what is relevant for your setup. It contains practical steps as well as tips for behaviour change and communication, which are all necessary to maximise impact.

You don't have to do all of these actions, this is a guide to inspire you and your team. Change is achieved when everyone is involved so share this with your team, collaborators and suppliers.

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17 COMMUNICATIONS & MARKETING

There is a checklist for each of these areas that covers:

- Energy
- Waste
- Travel & transport
- Procurement (purchasing)
- Food & drink
- Carbon footprint
- Communications & marketing

Each one is split up in terms of:

- Venue resources & support
- Event design & planning
- Audience communications
- Event build
- Event delivery
- Event break
- Debrief



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CLASH

USEFUL INFORMATION

Renewable energy providers

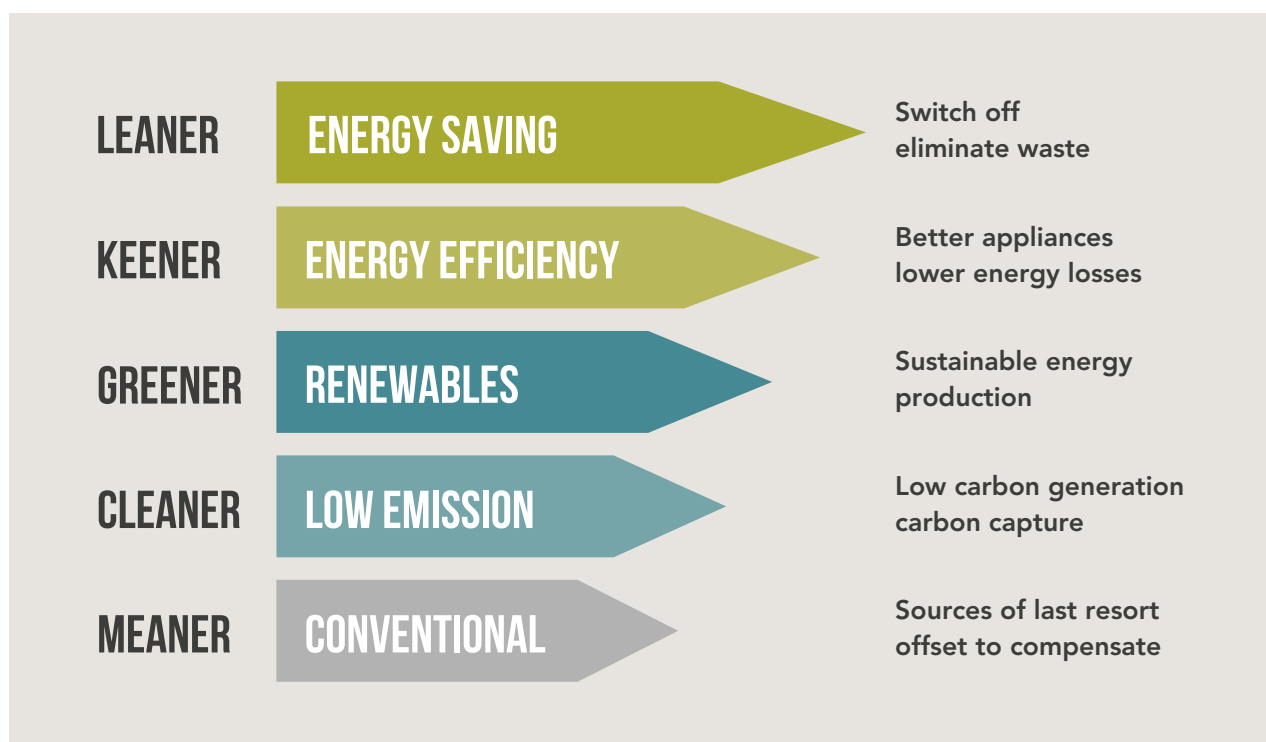
According to information from Ofgem and research by Which? and the Energy Saving Trust, the greenest energy tariffs are **Good Energy**, **Green Energy UK** and **Ecotricity**.

These companies increase the volume of renewables by directly financing new projects.

Other 'green energy' tariffs do not create more green energy in the grid, they just buy and sell renewable energy certificates (REGOs) from existing green providers, whilst their standard tariff uses more energy from fossil fuels.

Further resources

- [Julie's Bicycle CG tool for recording your carbon footprint.](#)



CHECKLIST

VENUE RESOURCES & SUPPORT

- ☐ Energy-efficient equipment that can support events to minimise energy usage.
- ☐ A renewable energy tariff.

EVENT DESIGN & PLANNING

- ☐ Follow the energy hierarchy and build energy-saving and efficiency into your discussions.
Consider the lifecycle of a product and what energy-efficient models are appropriate for the role.
- ☐ Brief suppliers, contractors and venues that energy reduction and efficiency is part of working with you.

AUDIENCE COMMUNICATIONS

- ☐ If you have taken measures to reduce your energy usage, share in your pre-event or onsite communications.

EVENT BUILD

- ☐ Only power site and venue spaces when people are there.
- ☐ Capture meter readings as soon as the build begins.

EVENT DELIVERY

- ☐ Have an on and off policy for equipment and lighting.
- ☐ Capture meter readings when the event goes live and ends.

EVENT BREAK

- ☐ Only power site and venue spaces when people are there.
- ☐ Capture meter readings of venues and generators as you leave the location.

DEBRIEF

- ☐ Record the energy usage for build, live event and break as part of the event debrief.
- ☐ Record and communicate energy efficiency wins with staff and contractors; as well as areas for improvement.
- ☐ Calculate the carbon footprint from the energy readings with Julie's Bicycle CG Tool.



USEFUL INFORMATION

Waste management

The waste hierarchy is **EU Law**, requiring all those that create waste to start with **prevention and reuse before recycling and disposal**.

Diversion = composting or sending items for waste to energy. Neither of these practices are recycling.

Compostable single-use glasses and packaging **do not reduce the impacts of single-use materials**, as most venues can't compost them so they go to general waste.

Event Cycle offers a service to collect event materials and redistribute to local or national organisations who can use the materials.

Some suppliers offer take-back schemes to reuse or recycle materials like Foamex and Carpet.



CHECKLIST

VENUE RESOURCES & SUPPORT

- ☐ **Free drinking water refills.**
Sign up to [Refill](#) (This means you can promote your event with the Refill logo). Don't sell bottled water.
- ☐ **Offer to hire out existing sets, props and furniture to events to minimise the use of new materials. Reusable options where possible.**
E.g. coffee cups, bar cups, crockery and cutlery.
- ☐ **Multiple FOH bins for segregated waste and recycling collections:**
Dry mixed recycling, food, glass and general waste.
- ☐ **Waste collection to manage compostable packaging if available.**
There doesn't appear to be one around Cornwall, so using compostable packaging may not reduce waste).

EVENT DESIGN & PLANNING

- ☐ **Use the waste hierarchy to design out waste from your event:**
 - See what sets and props you can re-use. What do you already own?
 - What can be hired in or borrowed from other events?
 - Design sets with reuse, for future events or other organisations, in mind. This includes building with screws so things can be taken apart and stored.
 - Use recycled or upcycled materials for sets and props.
- ☐ **Set targets for reuse in your production and set designs for designers, suppliers and contractors.**
Avoid hazardous paints and finishings that make materials non-recyclable. Choose water-based where possible.

- ☐ **Ask suppliers to minimise single-use packaging where possible and use reusable blankets to pack items.**
Work with suppliers to design out single-use items e.g. choosing reusable serve ware, glasses and cups.
- ☐ **Avoid a waste collector that offers a one-bin system or zero-waste to energy-only option.**
Request bins/collection for as many materials as possible.
- ☐ **Build time into your planning to find a new home for materials that can't be stored or reused on site.**
Budget for Event Cycle to collect materials.
- ☐ **Look for suppliers that offer take-back schemes for hard-to-recycle materials.**

AUDIENCE COMMUNICATIONS

- ☐ **Bring a reusable water bottle.**
- ☐ **Ask people to bring their reusable coffee cup.**
- ☐ **Have clear messaging on the bins explaining which items go in each bin.**

CHECKLIST

EVENT DELIVERY

- ☐ **Ensure recycling bins at events reflect the waste streams on-site including coffee cups and food waste, if possible.**
Make sure bin sets are together and being emptied regularly. Overflowing bins leads to people dumping rubbish.
- ☐ **Brief ALL staff including catering on the waste streams.**
Ask catering staff to segregate rubbish as they collect it by using multiple bin bags.
- ☐ **Spot check bins and waste management to address any issues and miscommunications.**
E.g. make sure bin sets are together.
- ☐ **Keep staff litter picking in areas where waste occurs to avoid the 'tipping point'.**
Studies have found that seeing litter encourages more litter- 3 items is the tipping point according to some research.

EVENT BREAK

- ☐ **Build-in time before materials go in skips for items to be collected by third parties who can reuse them.**
E.g. Event Cycle and local organisations.
- ☐ **Set up bins and skips for waste segregation and brief teams as the event is dismantled.**
- ☐ **Ask suppliers to take-back hard to recycle supplied materials.**
E.g. foamex, event carpet.

DEBRIEF

- ☐ **Ask contractors for data on what materials they were able to reuse, hire, recycle and send to general waste.**
- ☐ **Reflect on what worked well and what could have been improved in terms of waste reduction and management.**
- ☐ **Your waste data forms part of your event carbon footprint. This can be calculated in a tool like [Julie's Bicycle CG tool](#).**

TRAVEL & TRANSPORT

USEFUL INFORMATION

Whilst audience travel is harder to impact, staff and collaborator travel is something you have more influence over.

Where public transport is poor, focus on people travelling in full cars (4 or more) through lift sharing and car pooling. This has a lower footprint than a bus.

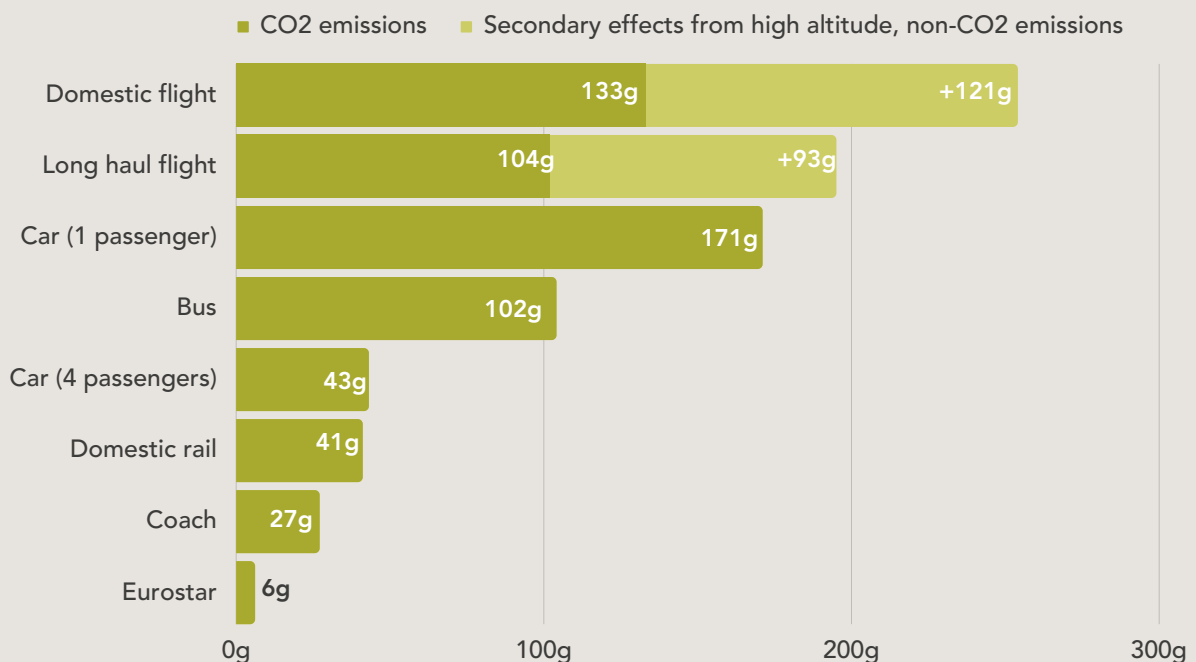
Further resources

- [Liftshare](#), [GoCarShare](#) and [BlaBlaCar](#) are liftshare platforms that can manage event journeys.
- [Ecolibrium](#) is an app for festivals and events to offset their travel emissions.



EMISSIONS FROM DIFFERENT MODES OF TRANSPORT

EMISSIONS PER PASSENGER KM TRAVELLED



Note: Car refers to average diesel car.

Source: BEIS/Defra Greenhouse Gas Conversion Factors 2019

CHECKLIST

VENUE RESOURCES & SUPPORT

- ☐ **Bike racks and electric charge points (where appropriate).**
Provide details on the nearest electric charging points for staff/crew/audience use).
- ☐ **Provide travel advice and the above information on the venue website.**
- ☐ **Travel offsetting with ticket purchasing.**

EVENT DESIGN & PLANNING

- ☐ **Put in place a travel policy covering:**
 - Team travel: ask people to choose low carbon options i.e. lift-share, cycle, and public transport where possible.
 - Artist travel: ask people to lift share or get public transport where possible.
 - International travel: ask people to book local accommodation to reduce car journeys.
- ☐ **Prioritise working with local suppliers over the cheapest.**
- ☐ **Work with venues and suppliers to minimise journeys.**
For large-scale events, ask suppliers from similar locations to collaborate on deliveries so full vehicles rather than multiple half-full ones are used.
- ☐ **Build low-carbon travel into the event experience e.g. a walking bus where people walk together to the venue.**
- ☐ **If working with European providers make train or boat journeys default where possible if within 4 hours of the UK.**
- ☐ **Consider carbon travel offsetting and accounting as part of event ticket sales and data collection.**

TRAVEL & TRANSPORT

AUDIENCE COMMUNICATIONS

- ☐ **Publicise and promote low-carbon transport options through social media.**
Promote lift sharing. If bike racks and electric car charging points are available mention these.
- ☐ **Frame low carbon travel in terms of individual health and air quality benefitting the local community.**
- ☐ **Carry out a post-event travel survey with audience members to understand travel options.**

EVENT BUILD

- ☐ **Staff choose low carbon travel for any errands.**
- ☐ **Look to combine journeys for deliveries so full vehicles used rather than multiple half-full ones.**
- ☐ **Require contractors to record their build and break travel miles.**

EVENT DELIVERY

- ☐ **Staff choose low carbon travel for any errands.**

EVENT BREAK

- ☐ **Require contractors to provide their build and break travel footprint.**
- ☐ **Carry out a post-event travel survey with audience members to understand the travel options.**

DEBRIEF

- ☐ **Collate travel data from contractors and audiences to better understand travel habits.**
- ☐ **You can calculate the carbon footprint of audience travel.**
- ☐ **Consider offsetting your travel footprint.**

PROCUREMENT (PURCHASING CHOICES)

USEFUL INFORMATION

Circular economy principles

1. Designing out waste and pollution
2. Extending the useful life of products and materials
3. Regenerating natural systems:
i.e. not just protecting but also improving the natural environment and society.

Policies to look for from manufacturers:

- Third-party auditing of factories
- Freedom of association (unions)
- Modern slavery, child labour, H&S policies
- Living or fair wages & fair working hours
- Renewable energy contracts
- Sustainability/environmental policies
- Waste policy

Further resources

- [2030 Calculator](#) provides the carbon footprint of many materials.
- [Introduction to a circular economy](#) from The Ellen McArthur Foundation.



PROCUREMENT (PURCHASING CHOICES)

CHECKLIST

VENUE RESOURCES & SUPPORT

- ☐ Minimise use of single-use materials even if 'compostable'.
- ☐ Preferred sustainable and local suppliers and product list to choose from.
- ☐ Minimise use of single-use materials even if 'compostable'.

EVENT DESIGN & PLANNING

- ☐ Have a procurement policy and hierarchy for people to follow that includes:
 - Minimum standards.
 - Certifications to look for.
 - Weighting towards suppliers who have strong sustainability credentials that meet your requirements.
 - End of life considerations.
- ☐ When making procurement decisions, ask yourself four questions:
 - What is it made of?
 - Where is it coming from?
 - What is it doing?
 - Where is it going?
- ☐ Minimise purchasing single-use materials. Consider the end-of-life when making purchases:
 - Can it be reused or repurposed by the organisation or another body?
 - Do we have a recycling stream for it?
 - Will the supplier offer a take-back scheme?
- ☐ Buy local where possible.
- ☐ Work with local suppliers to meet your sustainability standards.

AUDIENCE COMMUNICATIONS

- ☐ Tell people about your sustainability considerations and the provenance of your goods (their origin) with signs/notices at the event and in your pre-event communications.

EVENT BUILD

- ☐ For last-minute purchases, remember the circular economy and the principles of reusability.

EVENT BUILD

- ☐ For last-minute purchases, remember the circular economy and the principles of reusability.

DEBRIEF

- ☐ Report on your purchasing targets, successes and challenges. Celebrate teams who have done well so they know their efforts are noticed and valued.
- ☐ To calculate the carbon footprint of materials purchased you can use: [The 2030 Calculator](#).
- ☐ Calculate the carbon footprint from the energy readings with Julie's Bicycle CG Tool.

USEFUL INFORMATION

Plant-based meals

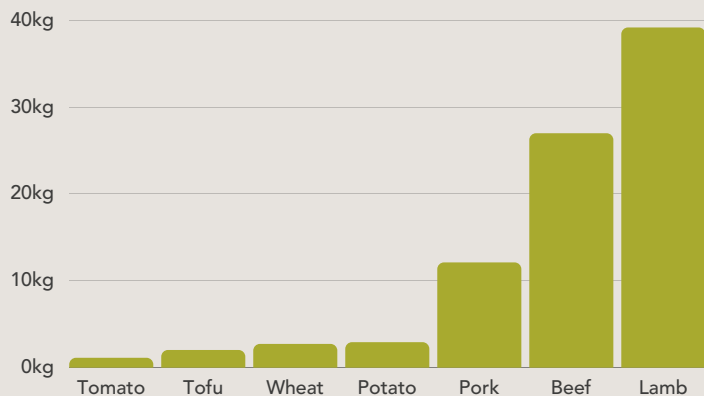
A study from Cambridge University found that if 2 in 4 menu items were plant-based it increased purchase of them by between 40-80%.

Food waste

If global food waste was a country, it would be the third-largest greenhouse gas emitter after the US and China.

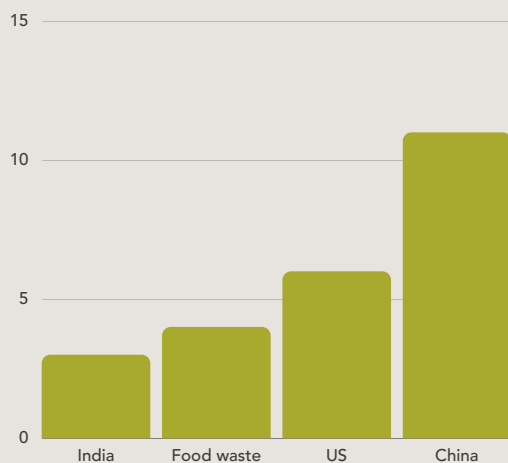
[Chefs eye](#) is a great way to address food waste in the kitchen.

Carbon footprint of what you eat



Food Waste

Billion tonnes CO2 equivalent



Certifications to look for

- Fairtrade
- Seasonal
- Locally sourced
- Organic ([Dirty dozen](#))

The Fairtrade certification is good for people and the planet. It works on fair wages and prices for products as well as championing organic and climate change adaptation with farmers.

Further resources

- [Too Good to Go](#) allow you to sell surplus food to their customers.
- [Olio app](#) allows people to collect food for free.
- [Community Fridges](#) are around the country for anyone to collect food from.



CHECKLIST

VENUE RESOURCES & SUPPORT

- ☐ The menu has 2 in 4 plant-based dishes.
- ☐ Reusable serve ware used where possible.
- ☐ Fairtrade tea and coffee.
- ☐ Provide composting facilities for food and compostable serve ware if used. (Food is most likely, there doesn't appear to be a local composter that can process compostable packaging).
- ☐ Provide information on how food waste is monitored and managed.
- ☐ Display the standards and origins of food and drinks provided, on boards and signs.

EVENT DESIGN & PLANNING

- ☐ All catering/hospitality supplied using reusables.
Where this is not possible options should be chosen that have a clear waste stream within the venue or event.
- ☐ Have a food and serve ware policy for all traders to follow.
- ☐ Set minimum standards for food and drink sold by vendors.
E.g. Fairtrade coffee and tea.
- ☐ Set the % of menus that include vegan and vegetarian/plant-based meals.
- ☐ Work with local food suppliers on provenance of supplies.
- ☐ Work with local food vendors.

- ☐ Work with vendors and suppliers on improving menus and provenance.
- ☐ Ensure all packaging ordered has a corresponding recycling stream.
- ☐ Ban the sale of single-use plastic water bottles.
- ☐ Don't order compostable food serve ware if your waste supplier can't process it.

AUDIENCE COMMUNICATIONS

- ☐ Focus on making the plant-based menu items more attractive with displays, and spotlights on menu boards.
- ☐ Communicate with the audience about standards, certifications and food targets in advance.
- ☐ Tell people about your provenance and sustainability considerations with signage around your food service areas.
- ☐ Advocate attendees bring a bottle for water.

EVENT BUILD

- ☐ Communicate with the audience about standards, certifications and food targets in advance.
- ☐ Advocate attendees bring a bottle for water.
- ☐ Create provenance boards that demonstrate your standards and certifications.
- ☐ Focus on making the plant-based menu items more salient with displays, and spotlights on menu boards.

CHECKLIST

EVENT DELIVERY

- ☐ Focus on making the plant-based menu items more attractive with displays, and spotlights on menu boards.
- ☐ Make sure catering staff trained to communicate all reusable serve ware initiatives.
- ☐ For last-minute purchases, remember the standards and certifications you are following, if possible.

EVENT BREAK

- ☐ Work with vendors and suppliers to reallocate surplus food to the local community.
E.g. sealed and in-date products collated and delivered to a local organisation like FareShare.

DEBRIEF

- ☐ Collate data on initiatives, menu sales and audience feedback on offerings.
- ☐ Report back to audiences and traders on food successes and challenges.
- ☐ Calculate the carbon footprint from the energy readings with [Julie's Bicycle CG Tool](#).

CARBON FOOTPRINT

USEFUL INFORMATION

Everything has a carbon footprint, in order to address the climate crisis organisations need to go beyond just offsetting to address their footprint.

Net-zero refers to the balance between the amount of greenhouse gas produced and the amount removed from the atmosphere, through decarbonising.

Decarbonising is the priority as this is looking for low carbon alternative ways of working.

Carbon neutral means that the footprint has been measured and the carbon has been offset with a scheme.

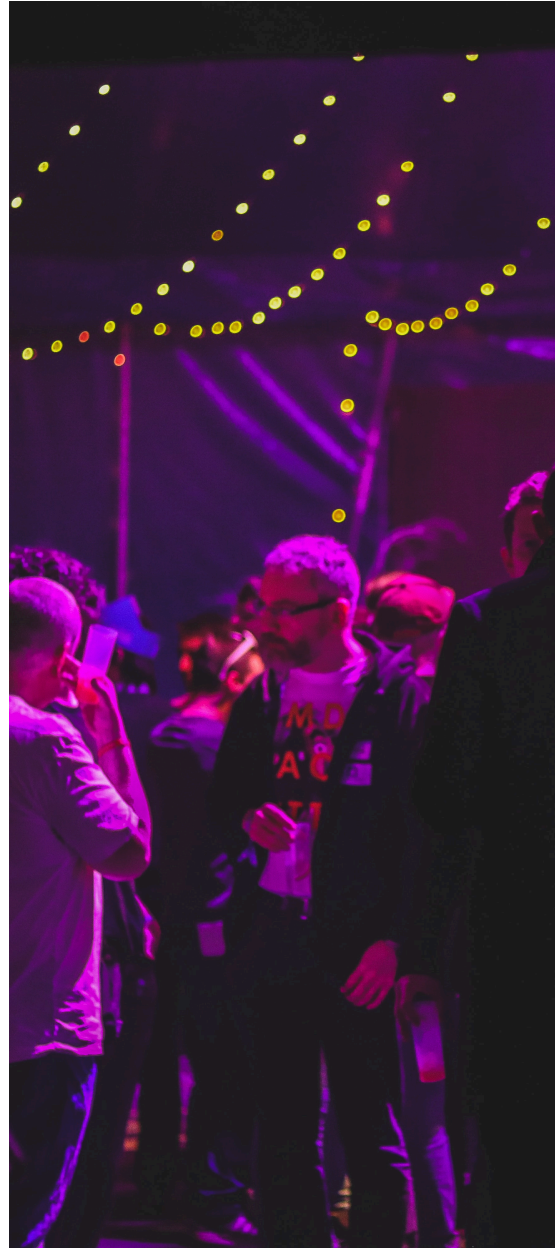
Decarbonisation

These actions listed in the guide all lead to carbon reduction:

- Following the energy hierarchy.
- Reducing, reusing and adopting circular economy principles.
- Increasing plant-based options and reducing meat on the menu.
- Increasing the efficiency of travel and choosing low carbon transport.

Further resources

- You can calculate the carbon footprint of your event using the [Julie's Bicycle](#) CG tool which has been designed for arts and events.
- Material carbon footprints can be calculated with [The 2030 Calculator](#).



CHECKLIST

VENUE RESOURCES & SUPPORT

- ☐ Have a policy and action plan to reduce the venue's carbon footprint. (Even if there isn't one, by asking you're highlighting that it's important, and it will encourage change).

EVENT DESIGN & PLANNING

- ☐ Work with teams to set targets to reduce the carbon footprint of their part of the event.
- ☐ If capacity is limited look at areas that can have the biggest impact and focus on these e.g. energy and travel.
- ☐ Work with stakeholders on your carbon targets:
 - Suppliers
 - Traders
 - Audience
- ☐ Make carbon reporting a contractual requirement for suppliers.

AUDIENCE COMMUNICATIONS

- ☐ Tell audiences what you are doing to reduce the carbon footprint.
- ☐ Tell audiences how they can reduce their carbon footprint and the benefits to the wider community and their health.

EVENT BUILD

- ☐ Require contractors to provide information on their build travel.
- ☐ Measure the venue energy usage for the build.

CARBON FOOTPRINT

EVENT DELIVERY

- ☐ Check your carbon footprint reduction and data gathering measures are in place and operational - they can often get forgotten when an event is live.

EVENT BREAK

- ☐ Require contractors to track their post-event travel data.

DEBRIEF

- ☐ Report on your carbon targets including successes and challenges.
- ☐ Collate data from contractors and staff on areas you are measuring. Materials can be calculated with [The 2030 Calculator](#)
- ☐ Put event data into the [Julie's Bicycle IG Tool](#).
The basic areas to track are:
 - Energy
 - Waste
 - Travel
 - Water usage

COMMUNICATIONS & MARKETING

USEFUL INFORMATION

Behavioural science highlights that people, who are not motivated by environmental issues, will still change their behaviours if they think it's what everyone else is doing.

Focusing on the negative behaviour e.g. 'Don't drive' reinforces and encourages that behaviour. Instead, communicate the preferred behaviour e.g. 'Thanks for walking'.

People suffer from inattentional blindness so communicating behaviours to people at the right moment is essential. For instance, telling people to bring a water bottle a few days before rather than 2 months before.

Talking about giving things up or being meat-free will activate loss aversion aka FOMO (fear of missing out).

There are many non-environmental reasons for doing behaviours that can be communicated instead of saying we are doing this to 'save the planet' e.g. health and social benefits.



CHECKLIST

VENUE RESOURCES & SUPPORT

- ☐ Sustainability commitments and policy on the website.
- ☐ Regular social media posts about sustainability projects.

EVENT DESIGN & PLANNING

- ☐ Weave your sustainability messages into your event concept so it is integral and not an add-on.
- ☐ Plan your communications with the target audience in mind.
Not everyone is motivated by environmental issues. But you can still achieve pro-environmental actions by framing the messages in a way that is relevant to the target audience e.g. choosing active travel for their health (health benefits) or to improve air quality (community and social benefits), or because everyone else is doing it (social norming).
- ☐ Make bin signage clear and relevant to the waste streams at your event.
The terms 'General Waste' or Dry Mixed Recycling are meaningless or mean different things in different counties which be confusing.

AUDIENCE COMMUNICATIONS

- ☐ Share regular social media posts about sustainability projects.
- ☐ Use positive behaviour change language for pro-environmental communications:
 - The desired behaviour NOT the undesirable one e.g. 'Bring a Bottle' NOT 'Don't use plastic'.
 - 'Recycle your materials' NOT 'Don't litter'.
 - Talk about what others are doing to reinforce the social norm e.g. 80% of our audience come by public transport.
 - Avoid reinforcing the negative social norm e.g. 80% of people drive - this is demotivating for people who will do what others do.

EVENT BUILD

- ☐ Include sustainability into your contractor's on-site briefings to demonstrate there are more people taking action, and their actions are part of a collective whole.

EVENT BREAK

- ☐ Require contractors to track their post-event travel data.

EVENT DELIVERY

- ☐ Plan your signage so it is at the point an activity is happening. Ensure messaging is situated where the audience may be carrying out a behaviour.
e.g. bin messages on top of the bin, not on the bottom. This addresses 'inattention blindness.'

EVENT BREAK

- ☐ Communicate with contractors about the expected behaviours as they leave the site and that environmental responsibility doesn't go out of the window just to leave as quickly as possible.

DEBRIEF

- ☐ Review communications and initiatives to see what was most impactful.
- ☐ Communicate back to audiences about the impact their collective actions had on making a difference.

CORNWALL|365

We are a creative consultancy which promotes Cornwall as a year-round, sustainable cultural destination. Since 2014 we have built a network of over 1,000 businesses from the creative and tourism sectors who work together to spread the word about Cornwall's distinctive cultural offer to visitors and residents alike. From our language to contemporary art, from festivals to food - we have our fingers on the pulse of the rich events scene in Cornwall and are expert cheerleaders for venues, creative producers and communities. Our skills and network-building activity works in partnership with our listing and events platform Cornwall 365 What's On, providing free and cost-effective ways to reach new audiences.

www.cornwall365.org.uk



Creative business support for creative businesses. Cultivator is a business development programme that supports the creative sector in Cornwall and the Isles of Scilly. It's a project run by Creative Kernow and works in partnership with the University of Plymouth, Real Ideas Organisation, Cornwall College and Cornwall Development Company. To support creative businesses, we provide one-to-one consultations with specialist advisors, as well as a range of funding opportunities, employment bursaries, skills workshops and networking events to help you grow your business and connect with the right people.

www.cultivatorcornwall.org.uk

Cornwall 365 and Cultivator are both part of Creative Kernow, one of Cornwall's key creative industries organisations.

