



## **7 STEPS TO CREATING A SUSTAINABLE EVENT MANAGEMENT POLICY**

A Sustainability Event Management Policy may sound like a mouthful but it's actually a great way to organize your thoughts before you dive into the event planning process. Use this list of pointers to get started.

**STEP 1: Clarify scope.**

In the beginning, it's necessary to decide what the policy will apply to. Will it cover one event or multiple events? One department or an entire organization? Will the policy control or merely influence the event? Will just a part or the entire event be affected by the policy?

**STEP 2: Research issues.**

Your policy must deal with relevant issues and concerns that are specific to your event. Who is the most qualified to define these problems? Who has the best perspective on issues as they arise? Consider your most important sustainability challenges and whether they match the views of your stakeholders.

**STEP 3: Talk to stakeholders.**

As a planner, you may have the perspective that solid waste is your event's biggest sustainability problem when in reality, your stakeholders may have different priorities. Address issues by conducting focus groups and sending out surveys to your event's target demographic and past attendees. This will help you determine the primary concerns that stakeholders truly care about.

**STEP 4: Organize resources.**

Determine whether you have the proper resources to fulfill your sustainable event policy. Achieving this step ensures you're equipped to achieve what you set out to do.

**STEP 5: Focus on intentions.**

Your sustainable event policy should clearly identify what you want to accomplish. While you don't need to get into the minutia of action plans and technical requirements, it's critical that overarching statements about your policy are prioritized and agreed to.

**STEP 6: Include the core elements of your event.**

Core elements consist of your event values, event issues, event goals and event commitments.

**STEP 7: Roll out and engage stakeholders.**

Inform sponsors, speakers, attendees and vendors of the policy, so they are aware of it and what to expect. This can be done through contracts, agreements, registrations and confirmations. Share the policy progress with stakeholders and media relations.

**Looking for additional information on sustainable event management policy?** ISO 20121, the standard for events, also offers guidance on determining the core elements for your event sustainability policy.





## About pc/nametag

As a longtime supplier to the meetings and events industry, pc/nametag offers thousands of eco-friendly products that fall into one (or all three) "Rs" of waste hierarchy: Reduce, Reuse and Recycle.

We are also the first in the supply industry to offer an eco-friendly event badge that is made of a degradable plastic laminate and offers easy disposal after an event.

pc/nametag practices social and environmental responsibility when making decisions about our operations and facility. As a recipient of the **Certificate of Environmental Excellence**, a program by Alliant Energy that empowers businesses to use energy generated by wind turbines to power their facility, we are committed to using 25% of our office energy from renewable energy sources.

**Explore pc/nametag's high-quality event products by visiting [www.pcnametag.com](http://www.pcnametag.com) or calling (888) 354-7868 for more information. We look forward to working with you!**

