The Sydney Convention and Exhibition Centre’s environmental commitment has been affirmed, with its accreditation as Australia’s first Green Globe Benchmarked Convention Centre.

Green Globe is the international benchmarking, certification and improvement system for sustainable travel and tourism, established by the World Travel and Tourism Council in 1993. Its rigorous benchmarking program ranks businesses across a range of areas including energy and water consumption, use of paper and chemical products, waste sent to landfill, waste recycling and sustainability policies. For further details, visit www.scec.com.au

The benchmark highlights the Centre’s commitment to sustainable practices and the achievements of its environmental program, Ecowise, designed to reduce the Centre’s waste and cut its energy usage.
green event ideas

for your next event at the
Sydney Convention & Exhibition Centre

The Sydney Convention and Exhibition Centre is committed to exploring new and innovative ways of making sure that our actions and operations are environmentally-conscious. Our environmental program, Ecowise—driven by a dedicated committee of volunteer Centre employees—continually strives to put into practice our guiding principles: Reduce. Reuse. Recycle.

The following green event ideas are some simple steps that you can consider to help minimise the environmental impact of your next event at the Centre.

Please ask us how we can work with you to implement environmentally-friendly strategies for a more sustainable industry.

event planning

From the initial planning stages of your event right through to completion, there are many simple ideas and initiatives you can put into place which can make a real difference on the environmental impact of your event.

✔ event planning and policies

- Consider developing and publishing your commitment to the environment.
- Ensure you choose a venue with a green policy.
- Integrate environmental practices and policies into your supplier contracts.
- Make sure your tender clearly outlines your commitment to the environment and requests all respondents to outline their policies.
- Estimate your carbon footprint and offset your carbon emissions – include delegate flights and travel (you may ask your delegates to contribute or purchase special green tickets).
- Look at the historical energy use and waste figures for your event and consider how these could be reduced – track your result after the completion of your event.
- Accurately plan your event taking into consideration expected numbers, duration and number of rooms required to ensure best fit and minimal use of resources or unnecessarily extending the length of the event.
- Monitor final numbers for accurate forecasting and ordering to avoid waste.
waste management

- Implement your own waste reduction policy that addresses:
  - Reduction of waste
  - Reuse of waste where possible
  - Recycling of waste where it cannot be reduced or reused

- You may like to ask about your venue’s recycling policy and any information available to exhibitors before the event.

- Encourage the use of a single freight forwarder for all deliveries, which could reduce the number of vehicles requiring access to the dock and minimise the vehicle emissions associated with your event.

- Buy products made from recycled materials, or research and prioritise purchasing items and equipment that support the use of recycled materials or can be recycled after use.

- Use recyclable or biodegradable products and where possible use standard hire items with minimal additional construction to avoid creating items that can’t be used again.

for exhibitions

- Ask exhibitors and contractors to reduce their waste – use less packaging (provide a storage area for re-usable packaging) – and to follow the recycling program. Ensure information is provided to them in their exhibitor pack and conduct an exhibitor briefing to provide further information.

- Create a ‘green’ booth for exhibitors – ask your supplier to design a more environmentally-friendly option.

- Promote the use of custom stands that can be reused at other events.

- Ask whether your contractor uses gas (biogas) for forklifts and other equipment on-site.

- Use water-based paints.

exhibition stands

One of the best things you can do is to consider using recyclable or biodegradable products in the construction of your exhibition stand.

The Centre separates untreated timber crates, pallets and booth materials from treated timber.

Untreated timber can be recycled into garden mulch, or used as biofuel for producing green energy.

Timber treated with chemical preservatives cannot be recycled.

Ecowise has improved many of the Centre’s processes, especially those associated with waste management. The Centre has implemented a simple and effective recycling initiative that forms part of the Ecowise program.

Our Exhibition Centre recycling initiative is well supported by exhibitors and contractors, helping to triple the amount of waste diverted from landfill to make paper, green energy and compost. The Convention Centre also maintains its impressive track record of diverting 80% of waste from landfill. Please ask your Event Manager for information about how we can work with you to plan for waste reduction at your event.

power

- Buy green power for your event from a power supplier accredited by the Australian Greenhouse Office. Green power is energy generated from renewable sources such as wind, water, sun and waste products, rather than from fossil fuels such as coal. Visit www.greenpower.nsw.gov.au for further information.

- Consider using natural light and energy efficient lighting wherever possible.

- Ensure contractors use energy efficient lighting for any additional construction.

The Centre can arrange the energy supply for your event from an accredited green power supplier. Please ask your Event Manager for more information.
**water**

- Ask what your venue is doing to promote water conservation.
- Where possible ensure toilet facilities utilise water-saving technology.
- You may also like to ask whether cleaning agents used are kind to the environment.

The Centre aims to reduce water consumption and increase water reuse. Significant water saving has been achieved by the installation of waterless urinals and touch sensor taps throughout the venue. The Centre also uses non-toxic, biodegradable cleaning products that help protect our waterways.

**print and promotion**

- Promote your environmental initiatives as a marketing tool. Use this as an opportunity to explain your initiatives and educate your delegates.
- Reduce printed material by using electronic communication wherever possible – eg, websites, email, electronic presentations, broadcasts, podcasts, online video, USBs, SMS etc.
- If printing is unavoidable, use recycled paper. Aim for at least 50% post consumer waste recycled paper and print double sided with vegetable inks.
- Ensure printed material is produced in a reasonable size and quantity and include a request to recycle after use.
- Consider SMS to provide confirmations, seating and registration details.
- Ensure your event communication includes a green message reminding people to think before printing.
- Ensure printers and photocopiers are set to double-sided printing.
- Submit proposals and quotes electronically and limit handouts in meetings.

Ask your Event Manager for more information about the Centre’s online resources for your Event and Exhibitor Manuals or delegate material. You can also visit our download centre at [www.scce.com.au](http://www.scce.com.au)
during your event

✔ accommodation & transport

long distance travel

- Encourage interstate and overseas delegates to choose an airline that is carbon neutral. Being carbon neutral means that the airline calculates the amount of carbon dioxide emitted by the fuel used for the flight, and invests in environmentally sustainable projects that can offset it - such as planting trees that absorb carbon dioxide from the atmosphere. Carbon dioxide is one of the gases that contribute to global warming by trapping heat in the atmosphere, so offsetting carbon emissions from the travel associated with your event can make it more environmentally-friendly.
- A destination serviced by direct flights also produces lower emissions.

Consider airlines with voluntary carbon offset schemes accredited by the Australian Greenhouse Office. Click here for more >>

local travel

- Choose a venue which is near public transport and has easy access throughout.
- Encourage the use of public transport, walking or riding to the event. Clearly convey information about public transport on the invitation or send out this information upon registration.
- Include the cost of public transport in the ticket price.
- Offer Day Traveller tickets promoting public transport to reduce delegate car emissions.
- Use delegate shuttles to reduce the number of vehicles required for transport, thereby reducing emissions – especially positive if using hybrid vehicles or those powered by alternative fuels.
- Consider peak travel times when scheduling your event - faster travel reduces environmental impact.

accommodation

- Use or recommend hotels within walking distance of the venue. A venue that is close to hotels for your delegates helps with savings on delegate transport, reducing vehicle emissions.
- Highlight and use environmentally-conscious hotels – ask questions about their approach to waste, water and energy savings.

An advantage of hosting your event at the Centre is that delegates can choose from over 17,000 hotel rooms of all standards within easy walking distance.

The Centre is also easily accessible by bus, with direct lightrail, monorail and ferry services and dedicated coach drop off areas. Visit the Centre’s website for maps and information about how to reach the venue on foot or via public transport. Click here for more >>
registration

- Making use of a full online registration system for your event can save paper and trees.
- If you need to print information as well, using recycled paper and an environmentally-friendly printing process can help reduce the environmental impact of your event.
- Look at environmentally-friendly options for delegate satchels – instead of plastic bags offer hemp or calico bags or something that can be used again.
- Avoid printing programs, delegate handbooks or collateral – provide this information online, via email, CD or even on a memory stick. If you need to print, make sure you use recycled paper and that the printing process is also environmentally-friendly.
- Investigate environmentally-friendly options for name badges and lanyards to reduce plastic usage. Collect and reuse name badges if possible.

**The Centre offers Australia’s most advanced communication solutions for meetings, conferences and exhibitions. We have high speed and quality connections for data, internet, networking and video services which are accessible from more than 1,000 points throughout the Centre.**

Connecting to the internet through the in-Centre Ethernet socket gives your business high bandwidth internet access – ideal support for online registration systems.

print and promotion

- Encourage the use of plasma screens, projected or electronic signage to reduce production.
- Produce reusable printed signage – avoid including dates and times to assist with longevity.
- Sign post, educate and encourage reuse and recycling policies, thereby extending the life of resources and products.
- Consider replacing printed menus or programs with information given by presenters, wait staff and event staff.
- Using electronic conference material rather than printed presentations offers flexibility and an environmentally-friendly alternative to conference information.
- If you need to print, using recycled paper and vegetable-based inks for your delegate material can also help.
- Using as little packaging as possible for your giveaways can be a practical option as well as an environmentally-responsible one.

**Replacing the need for printed signage, the Centre’s state-of-the-art digital signage system allows you to promote your event and provide directional information to delegates and visitors throughout the entire venue – and use of this system is included in the hire of the venue. Please ask your Event Manager for more information.**

Centre Video Production (CVP) offers webcasting capabilities that allow you to record your event and to stream it across the internet with sound, video and synchronised slide presentations. Your audience need not be restricted to those attending the event, and CVP webcasting or podcasting lets them view live or archived video and presentations from their own computer.

catering

- Consider using organic produce when selecting catering options for your event.
- Consider including vegetarian menu options.
- Choose fish selected from sustainable fish supplies.
- Ask about policies for responsible food handling, recycling and disposal.
- Monitor final event numbers to limit waste.
- Compost food scraps or have excess food collected and given to charity.
- Clearly highlight vegetarian food offerings, and any recycling and food waste systems which are in place to educate and encourage attendee involvement.
- Identify areas for waste reduction – avoid disposable plates, cutlery, napkins and cups; instead, opt for reusable crockery and cutlery and reusable or recycled napkins.

The Centre offers a comprehensive range of menu options, including organic food items, wine and beer. We can also create seasonal menus from local produce, accommodating special dietary requirements including vegetarian, pure vegan and wheat-free diets.

Food deliveries to the Centre arrive in reusable and recyclable packaging thanks to the cooperation of our many suppliers. The Centre also prepares all menu items on-site, limiting the need for additional transport and refrigeration, and helping to limit the emissions from delivery vehicles.

The Centre donates left-over fresh food to food rescue charity OzHarvest to be shared with people in need, while food waste is transported to a specialist recycling plant for conversion to green fuel, which the plant uses in its purpose-designed power stations.

### Power and Water

- Ensure all equipment is turned off at the switch when not in use.
- Try to schedule events during the day to reduce power consumption for additional lighting.
- Use rooms with natural daylight if you can.
- Work with your venue to reduce power and air-conditioning use when not required.

### Waste Management

- Make sure that a recycling program is in place at the event and monitor its effectiveness.
- Develop a waste management plan that addresses all types of waste.
- If disposable cups, plates and cutlery are necessary, look for those made from recycled fibres and that are recyclable.
- Reduce use of packaging material, or use materials that are able to be reused or recycled.
- Don’t use plastic bags and avoid non-reusable satchels or gift bags at your event.
- If your event will produce large amounts of a specific type of waste (eg, glass or water), talk to the venue about specialised recycling arrangements.

For more information on implementing environmental initiatives at your next event, or to find out more about the Centre’s Ecowise program, please contact your Event Manager.

This document has been created as a planning tool and provided in PDF format to minimise the amount of printed material generated. Please consider the environment before printing.

*Acknowledgements – The information in this document is based on a presentation given at RSVP Sydney, 17 July 2007 titled: Start a Green Event Policy - The Checklist to Running an Environmentally Sustainable Event on a Sustainable Budget, presented by Clare Donovan (Australian Conservation Foundation), Jeremy Garling (Great Southern E-vents) and Larissa Moore (Department of Environment & Climate Change NSW). Click here to read more >>*

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