

Sustainable Events in the Cradle Coast

The following provides event organisers with a best practice guide on sustainability when conducting events within the Cradle Coast region.

Sustainable Development means 'meeting the needs of the present generation without compromising the ability of future generations to meet their needs'. It involves finding an enduring balance between economic activity, environmental responsibility and social progress. **Sustainability** is the degree of sustainable development present in the organisation. Global progress is measured in the form of the UN's [Sustainable Development Goals](#). These have local-level indicators that we can use to measure sustainability.

Economic impacts and, to a lesser extent, social ones usually drive an event program. Environmental impact is not necessarily a big consideration. It should be. An event or events program that does damage to the natural ecology of a region robs the community of a precious resource and damages its potential to be of use to future generations.

This is especially the case in areas where a beautiful natural environment is a drawcard - like the Cradle Coast in Tasmania. Events that do damage to the very thing that drives visitation are will not be able to provide long term economic benefit to the region.

Start Local and Go Global!

Motivated by their love and enthusiasm for their own region, event organisers in Cradle Coast can have long term impact on the world at large:

- **Commit and Upskill:** Get key stakeholders on board with the idea of an environmentally sustainable event. Then, train staff with event-specific sustainability training.
- **Understand your impact:** Understand what the environmental impact of 'business as usual' for your event. This helps you know what you are already doing well and where you can improve.
- **Write it down:** A Sustainable Event Management Policy and Sustainable Procurement Policy help you to consolidate what you know to be good practice, and keep stakeholders at all levels accountable.
- **Set goals and targets:** You already understand 'business as usual', so you can set goals to improve the environmental performance of your event. As always, make sure your targets are SMART.
- **Put in place a plan:** Plan to achieve your goals with a series of small steps (like implementing recycling bins, providing carbon offsets for travellers to the event or sourcing green energy consumption).

- **Measure what matters:** Measure waste generation, energy consumption, water usage, food and beverage impacts and transport and travel to understand your full impact.

Checklist

Planning

Have you:

- Identified the sustainability-related themes that are important to your community (ie environmental protections, local procurement, energy use, waste management, food and agriculture, climate change, greenhouse gas emissions)?
- Understood the positive and negative impacts of your event?
- Set achievable goals to minimise the negative environmental impact of your event in the areas important to your community?
- Communicated with your suppliers around how you are trying to address your environmental impact during this event and asked them to measure their environmental impact to help you assess your success?
- Conducted training with staff and volunteers to upskill them in this area and help them communicate with event attendees on the day of the event?
- The International Standards Organisation [have published the standard](#) to support the organisers of events of all types in integrating sustainability with their activities. Have you reviewed this standard?
- Developed an Event Sustainability Policy and a Sustainable Procurement Policy and shared that with stakeholders?

During the Event

Do you:

- Communicate what you are trying to achieve to attendees via signage, volunteers and other communication?
- Label bins to help attendees sort their waste effectively?
- Set targets around waste, energy use and water use?
- Provide incentives to help attendees minimise their own negative environmental impact (ie 'best in show' prize for the stallholder with the sustainability practices or ability to go into a draw if you carbon-offset your travel to the event)?
- Survey visitors to help understand their perception of the event's sustainability impact?

After the event

Will you:

- Review your event in terms of your goals around sustainability and use that to create more sustainable events in the future?
- Report on your successes and failures to stakeholders and the community at large