

How to be a responsible delegate

Playing our part in the transition to a sustainable future

isla.



Contents

- 03 Welcome
- 04 Move smart
- 05 BYO
- 06 Follow the rules
- 07 Challenge yourself... and the organiser!
- 08 Share your success
- 09 Share your ideas



Welcome



When it comes to raising children, they say it takes a village. And the same can be said for responding to the climate crisis. It's on each of us to find ways to take action in our own sphere of control, whilst using our influence, as small as it may be, to encourage, or demand, those with power to do something about it.

That's why we've created this guide on how to be a responsible delegate when attending an event. These five key actions will help you take control of your sustainable event experience!



Move Smart

How we get from A - B has become about “how quickly can I move?”. Travel fit for the future requires us to ask “how smartly can I move?”.

What you can control?

Can you travel to your event on foot, by bike or via public transport?

The Department of Health recommends ‘brisk walking’ for at least 10 minutes per day - that means you should get puffed out! - or 10,000 good-paced steps (around 5 miles per day) for optimum health.

Try to build walking into your event journey time to reduce reliance on taxis and other polluting transport. Not only is it good for you but it’s also free. If not, what about city-cycle schemes and public transport options? Smart travel doesn’t just mean faster travel, but conscientious decision making for people, planet and your purse.

FACT

The distance between Manchester Central and Manchester Piccadilly station is about 0.8 miles walking. You can get almost two thirds of your daily distance walking there and back!

Try to build walking into your event journey time to reduce reliance on taxis and other polluting transport. Not only is it good for you but it’s also free. If not, what about city-cycle schemes and public transport options? Smart travel doesn’t just mean faster travel, but conscientious decision making for people, planet and your purse.





BYO

Almost all of us now have a reusable coffee cup or bottle, and the prevalence of cutlery kits is growing. BYO is a solid way to reduce your waste in general, but also at an event.

What you can control?

Take charge over your food and drink and pre-empt your needs.

Are you attending an exhibition where you know there will be coffee carts, but you can't guarantee they'll provide reusable cups? Make sure you've got your keep-cup!

Are you attending a workshop where there's a good chance you might be given a plastic

water bottle? Pop your reusable one in your bag so you can refill it.

These might seem like small steps, but the change we'd see if we all do it would mount up. Using your own reusable bottle or cup will also help normalise this for other people. Plus it means you're equipped for your journey to and from the event too.

FACT

We use nearly 2.5 billion single use coffee cups a year in the UK and only 0.25% of those are estimated to be recycled!



Follow the rules

It might be easy to break them, but when it comes to waste management, how we throw things away really can make a difference.

What you can control?

You've already reduced the likelihood of single-use coffee cups and water bottles through your BYO activity. But it's unlikely an event will be totally waste free. Event planners often think very strategically about bins and bin placement (it's a glamorous job!).

Event bins are usually grouped together with separate waste streams for general waste, recycling (and food waste if food is onsite) and these should be labelled, at eye-height, to make it easier for you and other guests to know how to properly manage their waste.

Do your part by ensuring that you're following guidance on waste and recycling at your event. Popping food and or general waste in a recycling bin can contaminate that whole bag, which means it will head to landfill or incineration, not to recycling like it should!





Challenge yourself... and the organiser!

We're a competitive lot, people. Setting ourselves a challenge and succeeding at it can be pretty motivating; from fun runs to marathons, there's a type of challenge for everyone.

What you can control?

If you can't do everything, pick one thing from 1 - 3 and go for the one that's most challenging to you.

Normally head to an event by car? Plot your public transport route!

Never, ever, ever remember your keep cup? Pop a reminder in your phone.

Bit scared to challenge something when you see it's not right? Find out what objectives your event organisers have set for a sustainable event experience, and what they've done to address this. Your event organisers will want to know in their event survey how they can make your experience better... Just remember, we're all human and we're all learning, so remember to always be friendly!



Share your success

What we see, we can try to emulate. Sharing your successes will encourage others to do the same - and that goes for you and your event organiser! The more we pull together, the further ahead we'll get.

What you can control?

LinkedIn, Twitter, Instagram... these are ways of sharing our experiences with our networks, both personal and professional.

Take some time to share what steps you've taken to change your practices for positive action. Communicating what you're doing is really important for inspiring change and normalising alternative behaviours. Whether it's a quick WhatsApp to friends or a longer post on LinkedIn, use your voice - it's powerful.

Your event organisers might also share their impact, showing what actions they're taking and how they're progressing against these. Reporting and sharing post-event on the steps that have been taken is a great way to help other event organisers make better choices - we're all in this together!



ALWAYS REMEMBER:

We learn from things that are easy and that are challenging,
and we're all on a journey to do our best for the planet.

Do you have ideas for how event organisers can keep Britain's meetings green? Share your ideas with us!
You can write to business-events@visitbritain.org

isla.

