Sustainable Event Toolkit

This toolkit has been developed to support event organisers in planning and delivering more sustainable and environmentally responsible events. It encourages organisers to assess the potential environmental impacts of their activities and to adopt practical measures to minimise those impacts wherever possible.

Staffordshire Moorlands District Council are committed to reducing carbon emissions, protecting local biodiversity, and supporting the ambitions set out in our Climate and Nature Delivery Plan. By integrating sustainable practices into event planning, organisers can help contribute to these goals while enhancing the long-term resilience and positive legacy of events held within the local area.

This toolkit includes:

An infographic highlighting practical suggestions and examples to help reduce key environmental impact areas associated with events.

A sustainability checklist to guide you through identifying actions and implementing measures that will minimise your event's overall environmental footprint.

Further information and resources are available on our Climate Change webpage:

Climate Change - Staffordshire Moorlands District Council

Considerations to make your event more sustainable:

Waste

Reducing, reusing, and recycling materials can greatly minimise your event's overall environmental footprint. Organisers are encouraged to consider:

- Provision of clearly labelled food waste or recycling bins at the event.
- Swapping out single use plastics for more sustainable alternatives.
- Not giving out or selling helium balloons.
- Going paperless with event tickets and communications.
- Providing free water refilling stations to reduce plastic use.
- Encouraging attendees to bring reusable coffee cups or bottles.
- Encouraging food sellers to sell food that doesn't require utensils.

Energy

How much energy you use at event has a direct impact on carbon emissions. Using more renewable energy systems is better for the environment and reduces the need for fossil fuels. Organisers are encouraged to consider:

- Making use of existing on-site electricity where possible to reduce your reliance on diesel generators.
- Ensuring you have accurately assessed how much energy you need to avoid over specifying generators.
- Using low or zero carbon energy sources. For outside events use hybrid or biodiesel generators where possible.

Transport

Promoting public transport, cycling, walking, or car-sharing helps lower emissions linked to your event. Organisers are encouraged to consider:

- Using local suppliers where possible reduces carbon footprint and supports the local economy.
- Offering discounts for entry if people walk/cycle/use public transport.
- Offering a shuttle bus service or safe cycling for larger events.

Water

Water is a finite resource, so consider how it is used at your event and how you can reduce it. It is also important to protect our waterways from pollution. Organisers are encouraged to consider:

- Work with caterers who use water-saving practices, such as low-water dishwashing systems and minimal food waste.
- Limit the use of AI when planning/organising your event. AI is run through data centres, which generate alot of heat and therefore requires lots of water to cool the systems down.
- Keep activities away from water bodies and prevent run-off or pollution.

Sustainable Event Toolkit Checklist

This section is designed to help you identify the actions you are already taking, as well as those you could introduce, to minimise the environmental impact of your event.

To help you focus your efforts, we recommend:

- **Small events (1-1,000 attendees):** Choose **one** improvement from each category
- **Medium events (1,001-2,500 attendees):** Choose **two** improvements from each category
- **Large events (2,500+ attendees):** Aim for **three to four** improvements from each category

Category	What are the current Environmental Impacts of the event?	How could you minimise/ mitigate the impacts?	Implementation Plan
Waste			
Transport			
Energy			
Water			
Other (e.g. impact to wildlife, food waste)			