Events Be Part of the Climate Solution!





















3-Step Solution

Play It Green is an award-winning sustainability business, with a unique 3 step solution to climate change #Reduce #Repair #Regive

Our aim is to reduce the carbon footprints of people and businesses whilst ensuring they make an environmental and social impact on the way to Net-Zero



Reduce footprints

through weekly education, support and discounts



Repair the planet

and rebalance footprints by planting trees



Regive 10%

of all revenues go to a good cause of your choice



How We Reduce Carbon Footprints

People are supported in lowering their footprint through our weekly mailer containing a sustainability tip, a discount on a relating product and other engaging educational articles

This is to **drive behaviour change**, **educate** and **strengthen the sustainability culture** within the business. Staff view this as a **great staff perk**

Businesess are supported by receiving **regular business tips** relating to our **Net Zero Framework**, free to download in the business support pack.

Other free downloads include **template policies** and marketing material. The framework helps your company map out its actions across **9 key programme areas**

Our network includes carbon **footprint reporting**, net zero support, training, planning, energy and installation



Instant Environmental and Social Impact



With Play It Green your business will **support 11 of 17 United Nations Sustainability Development Goals**



- Employs local people, meaning less poverty and communities able to afford daily necessities such as food, shelter, medicine and education
- Replenishes forests restoring animal habitats
- Restores rainfall patterns and less flooding and soil erosion
- Absorbs CO2 and helps fight climate change
- Planted through our partner Eden Reforestation

Your social impact is increased further as 10% of any revenues to Play It Green will be given to a good cause of your choice



Playitgreen.com

Get Your Very Own Forest Garden

Every member receives their own webpage called a Forest Garden which has lots of features:

- Personalise to your liking
- Monitors your impact
- Plant more trees
- Set up campaigns
- Share with the public
- Access our free download section containing net zero and marketing support

The marketing support includes promotional accreditation badges, a template sustainability webpage and more content for your media





Photos













Make Your Event Climate Positive

Ensure your event makes an **environmental and social impact for each attendee** by planting a tree and regifting funds to a good cause with Play It Green to accredit it as a "Climate Positive Event"

- Free use of an accreditation badge (left) for event marketing available in 4 colours
- Trees are planted through your Forest Garden page. Evey £1 plants 2 trees and gifts 10% to your selected good cause
- Climate Positive means you have made an environmental and social impact for each attendee and supported at least 10 of the 17 United Nations SDGs
- Affordable, impactful, helping you on your journey to Net Zero and providing lots of marketable content to widen event appeal and leave a lasting legacy



Full Access to Our Events Support Folder

In our business support folder for members, we have a specific folder for events giving you access to a huge array of material and graphics including:

- Promotional Badges and Commercials
- Pre Event Tips and Event Statements
- Sustainable Travel Guide an opportunity to create a jointly branded guide
- Ensuring Your Event Has a Sustainable Vibe lots of tips on how events can lower their carbon footprint



Pre Event Sustainability Tips for Attendees

Access a range of pre-event sustainability tips and statements for event organisers, each one coming with their own graphic and supporting article

Members are free to use these graphics and add their own logo to them







Sustainable Travel Guide for Attendees

The guide contains a range of simple tips people can take to reduce their carbon footprint around traveling to and attending your event

Opportunity to jointly brand this guide with your company logo

For that unavoidable car and flight travel to the event, the guide has a simple way for attendees to offset their journey through your company Forest Garden







Fun, social media friendly Sustainability Challenges

Engage and grow your audience on social media by running a sustainability challenge leading up to your event

- Choose from a range of challenges in our support pack e.g. eat a meat-free meal, take public transport, wear sustainable clothing, etc.
- Each challenge has a range of supporting educational material on how this lowers your carbon footprint
- Every Challenge Involves 3 Steps: Take a picture of you completing the challenge, plant a few trees in the Forest Garden and share the challenge on social media
- Do one fun challenge leading up to your event and involve everyone

Educational, Fun and Opportunity to Grow Your Followers





Have an immediate impact

By providing simple ways to change and planting a tree for each attending delegate, your event will have an immediate impact



Enhance your brand

More people than ever before are attracted to brands that focus on sustainability and social impact



Help create lasting change

By sowing the seeds of change and demonstrating that it can be simple, your events will create increased climate consciousness



Great Marketing

Play It Green provides all the tools needed to communicate and market in a way that will increase interaction and uptake





Enhance your Sales Proposition







Footprint Reporting,
Carbon Neutrality & a
range of Energy
Services





Access to Net Zero
Support &
Sustainability
Network



Get a Climate Positive Workforce

Our most popular service, creating genuine impact. In return for $\pounds 5$ per employee per month we:

- Educate, create behaviour change and establish a sustainable culture amongst staff by sending them a newsletter every Friday with a sustainability tip, discount on a relating product and other educational articles
- Plant 13 trees per person per month, rebalancing the carbon footprint of their personal lives
- Pass on 10% of what you give to a good cause of your choice, so you make a social impact too
- Provide your company with its own Forest Garden



A Sample of Our Members

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'We knew we needed a key partner to help guide us through the world of sustainability as a business, and we feel like Play it Green was perfectly placed to be this partner. The team has been very enthusiastic about this partnership and it is now a key part of our event delivery.'

Daniel Snape, Director of Convenzis.



'Our workforce loves the weekly tips and planting trees to rebalance their footprint and for all our events we sell general and green tickets. 80% of customers choose the green ticket.

Steve Lynam, Managing Director of Preloved Kilo.



The Sustainable Travel Guide produced by Play It Green for our annual congress is fantastic and will help our delegates be more sustainable.

Andy Fuller, CEO, IFAF

100% of Google and <u>Trustpilot</u> reviews are 5 stars, as of July 2022





Add Brand Value And A Competitive Advantage

Gen Z and millennials are more than twice as likely as baby boomers to say they are changing habits to reduce environmental impact (**Nielsen 2021**)

Meet Consumer Demands



People, Profit and Planet - Triple Bottom Line

Having a transparent sustainability strategy can reduce costs substantially and can affect operating profits by as much as 60% (McKinsey 2022)



Win Tenders and Stay In Supply Chains

Companies that focus on sustainability will be in the best position to get valuable new business opportunities as the world moves to more sustainable practices (Forbes 2022)



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