

major findings

Does your organisation use your live events to reinforce your commitment to sustainability?

258 Respondents

Brand and Events: 36%

Brand, not Events: 11%

No sustainability mandate: 53%

24%

of organisations with sustainability mandates

do not implement sustainable practices for their events.

Is sustainability included in your RFPs/Proposals? Planner vs Supplier Perspectives

34%

of planners expect to see it without asking

29.4% ask about sustainability

37.1% don't ask, & don't expect it to be included

(based on 170 planners)

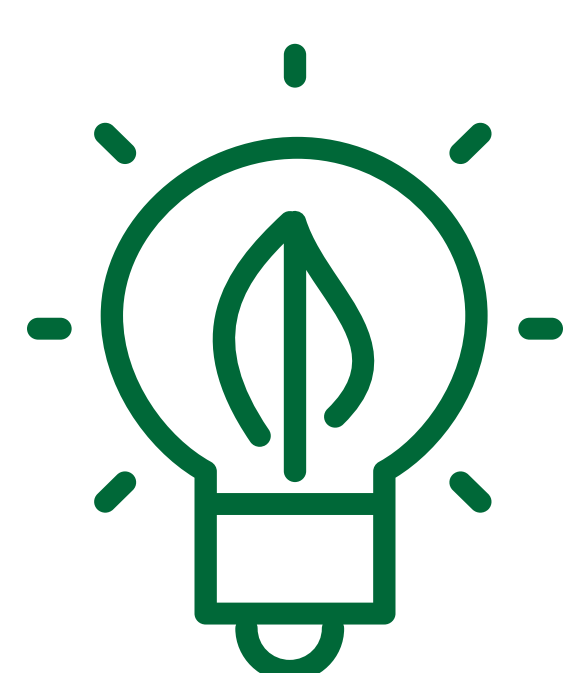
49%

of suppliers provide it on request

25.4% include sustainability information

25.4% don't include it

(based on 59 suppliers)



Suppliers: Remember to include sustainability features in your proposals. Why? Roughly one third of planners are expecting to see sustainability included in proposals without asking for it,

75% of the time, it won't be included.

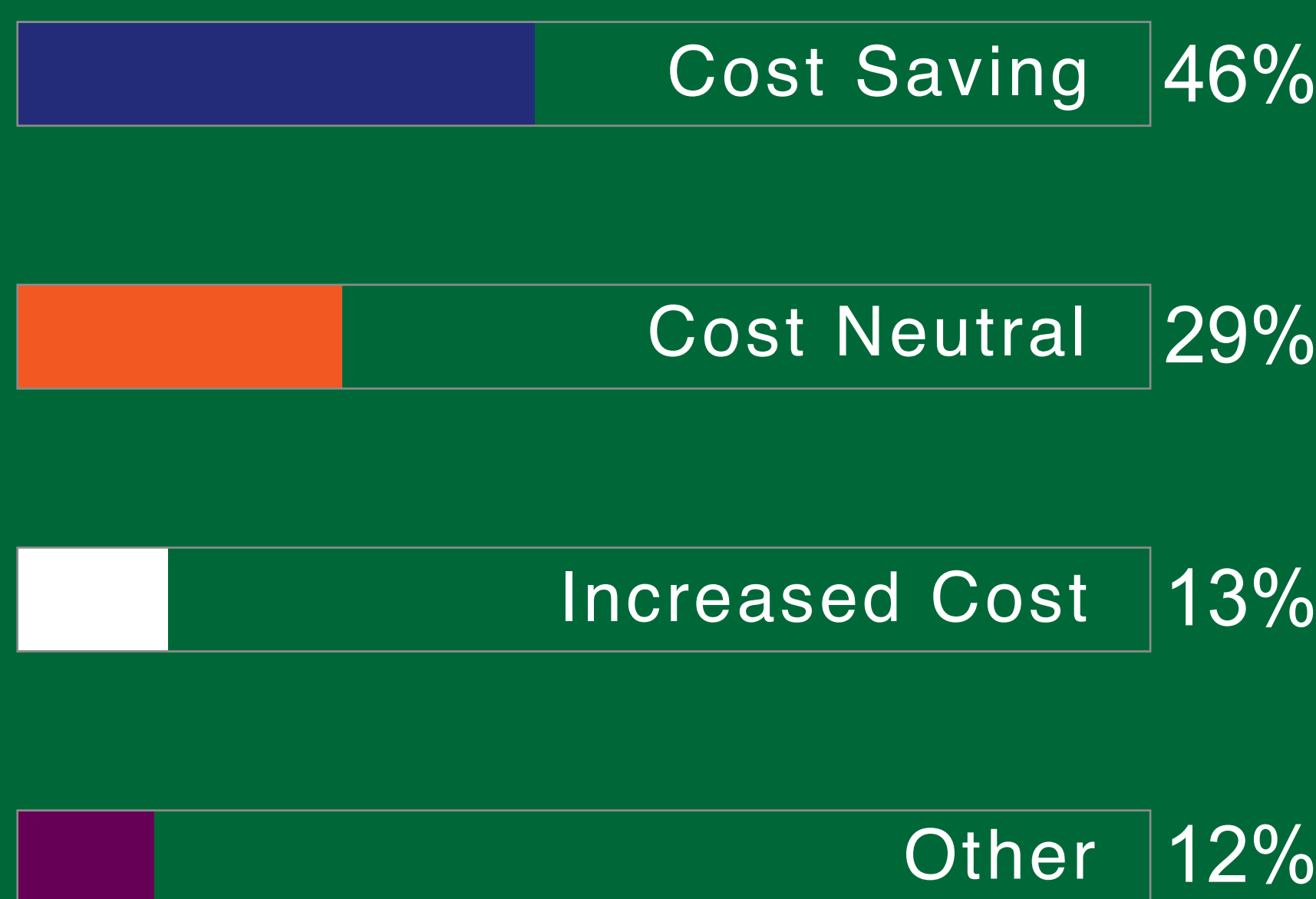
75%

of budgets

need sustainability to be cost saving or cost neutral

What types of sustainability initiatives does your organisation support?

247 Respondents



what are we doing?

High Application

- 86% offer vegetarian menus
- 80% offer allergy-responsible menus
- 76% replace bottled water with water stations

These are on the rise! In our 2016 survey, vegetarian menus were requested by 65% of planners, allergy-responsible by 59% and water stations by 56%.



Mid Application

- 58% donate event materials
- 57% source local food
- 49% sort recyclables
- 47% host paperless meetings
- 43% have health and wellness programmes
- 42% have a diversity & inclusion programme
- 40% have a food rescue programme
- 36% use sustainable décor
- 35% have a CSR/community service programme

Low Application

- 17% do a post event sustainability report
- 11% offer zero-waste meetings
- 10% offer carbon neutral meetings
- 4% have other sustainability programmes

What does this mean? High application options have become accepted practice. Mid application options offer opportunities for differentiation. Select those that best align with your organisation's purpose and objectives. Low application options are more advanced, and typically will involve additional costs.

about the survey

357
RESPONSES

65% Planners

22% Suppliers

14% Other

global representation: where respondents hold events



97% in North America

40% in Asia

28% in Europe

20% in Latin/South America

12% in Africa/Middle East

9% in Australia/Oceania

thank you to our partners