

# Sustainable Events Management

Effective Date: 1 June 2023

Amended:

Sunway University’s Sustainable Events Management Policy aims to encourage and guide event organisers in implementing sustainable practices when organising and managing events, minimising negative environmental impacts and fostering positive community relations where possible.

## 1.0 Purpose

- 1.1 The University identifies sustainable events as one that has a positive social impact and adds value to the local economy while leaving minimal environmental footprint.
- 1.2 Sustainable events also play a role in raising awareness of sustainability as well as encouraging event attendees to adopt a sustainable lifestyle.
- 1.3 The University shall organise sustainable events by:
  - a) Promoting responsible procurement and sourcing
  - b) Encouraging healthy living and lifestyle
  - c) Providing a safe and secure environment
  - d) Adding value to the local economy
  - e) Reducing carbon emissions

## 2.0 Scope

- 2.1 The Sustainable Events Management Policy applies to everyone in the Campus community, which includes anyone present on campus (staff, students, tenants, visitors, vendors, suppliers, contractors, consultants and any other third-party service providers or persons who perform services for or on behalf of the University).

## 3.0 Guidelines

- 3.1 The University aims to create awareness and educate all stakeholders on sustainable events by fostering environmental stewardship by reducing negative contributions arising from the operations of the University and its suppliers.
- 3.2 The University shall be guided by the following statements, which apply to all its activities and businesses

Pre-event	<ul style="list-style-type: none"> <li>• In all pre-event communication, the event shall be advertised as sustainable (e.g. single-use plastic free, paperless).</li> </ul>
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Mid-event	<ul style="list-style-type: none"> <li>• Share how the event is sustainable and what that entails.</li> <li>• Consider including a footnote on sustainability practices on any digital (or printed) material (e.g. “Think before you print” or “This is a zero-waste event”).</li> <li>• Include information regarding sustainable ingredient sourcing on food menus and buffet stations (e.g. “Cooked with local produce”).</li> </ul>
Post-event	<ul style="list-style-type: none"> <li>• Tabulate data on the positive impacts of implementing sustainable practices for the event (e.g. how much waste was diverted from landfill and how many food miles was saved by using local produce).</li> <li>• To share this information with University Sustainability for compilation and reporting in the University’s annual Sustainability Report.</li> </ul>

## 4.0 Implementation

The University shall be guided by the best practices and principles of sustainable events, which will apply to all its events, including but not limited to annual dinners, conferences, sales launches, etc.

### 4.1. Catering

- a) Source from local suppliers that provide sustainable, if not minimal or no packaging.
- b) Avoid serving food containing parts of endangered or exotic animals (e.g. shark fin).
- c) Use locally sourced ingredients/provide sustainable food options on the menu.
- d) Avoid single-use cutleries.
- e) Prevent food waste by only catering to the expected number (e.g. request for RSVP to minimise food wastage).
- f) Develop a plan to manage leftover food from the event.

### 4.2. Decorations and Giveaways

- a) Reduce/avoid single-use decorations
  - i) Avoid single-use decoration items by excluding dates and store them for reuse.
  - ii) Avoid the use of balloons.
- b) Consider digital giveaways
  - i) Discount codes
  - ii) E-tickets

c) Consider environmentally-friendly alternatives to plastics and other nondegradable materials

- i) Reusable water bottles, coffee cups, glasses
- ii) Drinking water fountains
- iii) Tote bags/paper bags
- iv) Paper/reusable straws

#### 4.3. Sustainable Events Planning and Communication

- a) Reduce/avoid printed materials
- b) Save electronic guides as PDFs that can be accessed from any device
- c) Create digital registration to process attendees' attendance
- d) Reuse promotional/display materials for more than one event (e.g. have dates/sponsors on separate banners)
- e) Encourage attendees to bring their reusable water bottles via email and any other digital communication methods

#### 4.4. Transportation

- a) Encourage attendees to use public transportation to arrive and depart from the venue
- b) Encourage attendees to carpool

#### 4.5. Waste Management

- a) Consider providing reverse vending machines for recyclable items.
- b) Plan your approach to 'reduce, reuse, or recycle' event packaging for catering/promotion/communication/registration, working with established/tested suppliers.
- c) Encourage attendees to bring their reusable water bottles and refill water at provided water stations, if available.