

# Best Sustainable Event

## Category Sponsor -



**OVERVIEW:** This category will recognise an event (virtual, hybrid or live) that has sustainability at its heart. Judges will look for innovation, a clear commitment to sustainability, and evidence of how carbon impact has been measured and mitigated where possible. The winning event will need to showcase how sustainability has been considered at every stage of planning and execution.

### BACKGROUND & BRIEF

1. Overview - please provide key details on the event, such as client, date, project, platform/venue, audience, lead time, brief etc. Did you have to pitch for the event? Was it a new or existing client?
2. Objectives – why was the event being held and what was the desired outcome? Was sustainability included in the client brief, or are you an agency that proactively put forward a more sustainable solution for your client? Was it difficult to get client/stakeholder buy-in?
3. Why was sustainability an important criteria for this particular event? E.g., specific audience or topic?

### DELIVERY

1. Solution – what was the proposed sustainable event solution to the brief and why. Give a short overview of the event that was delivered.
2. Execution - how did sustainability impact on the planning and execution? E.g., choosing sustainable a destination and/or venue(s), sourcing local/sustainable suppliers, materials, and F&B, reducing, reusing, and recycling, using digital communications and signage, encouraging attendees to make better choices
3. Measurement - how did you measure, mitigate, offset the carbon impact of the event? Did you use a sustainable framework, measurement tool or certification?
4. Community/social impact – as well as reducing the environmental impact of the event, what other sustainable initiatives did you include in the planning/delivery of this event? For example, did you consider accessibility and DE&I? Did you do anything to positively impact the local community?
5. Challenges – did you have to overcome any specific challenges regarding sustainability? Any other challenges of note to mention?
6. Aside from sustainability, what else made this a great event? How did you make the content and overall experience engaging, interactive and memorable for the attendees?

### IMPACT & ROI

1. Did the event meet its overall objectives? Please include feedback from both the client and attendees. Include any data that can show engagement ROI, behavioural change, and any other key metrics.
2. How did the sustainable practices implemented help reduce the environmental impact of the event? If an annual event, have you set targets to reduce the impact further in future years? How have you used the experience to shape other sustainable events?
3. Did the event leave a positive legacy for attendees, local community, others?

**SUBMISSIONS:** Entries can either be presented as a video submission **or** a written entry. **Video submissions should be no longer than 5 minutes** and can be as simple as a piece-to-camera presentation filmed on a smartphone, through to a fully produced showreel piece. You may support your video submission with a written entry. **Written entries should be 1,500 words maximum and no more than 5 pages/slides** and can be supported by a video submission. **On submission**, you will also be required to provide a 1200-character **submission overview** which will be used for judging and the live event script (if applicable). This does not count towards your submission word count. **You will not be judged on the quality of your video or written entry, but purely on the quality of the work that you are presenting.** All event categories are open to corporate brands, agencies, charities, and associations and apply to live, virtual and hybrid experiences. **Events must have been delivered between April 2023 and March 2024.**