

## **SUSTAINABLE EVENT MANAGEMENT POLICY**

***He tangata takahi manuhiri, he marae puehu.***  
*(A person who mistreats their guest has a dusty marae.)*

Soar Communications Group Ltd (SCG) is committed to efficient and sustainable management and reducing the environmental impact of all our events.

**Purpose:** The purpose of this policy is to ensure that all events organised by Soar Communications Group are conducted in an environmentally responsible manner, minimising negative impacts on the environment and promoting sustainability.

**Scope:** This policy applies to all events organised by SCG, including conferences, meetings, workshops, and social gatherings.

We will achieve this by implementing the following practices:

### **1. Planning and Venue Selection:**

- Choose venues that are easily accessible by public transport.
- Prefer venues with strong environmental credentials, such as green certifications.
- Ensure that the venue has recycling and waste management facilities.

### **2. Resource Management:**

- Minimise the use of single-use plastics and encourage the use of reusable or biodegradable materials.
- Reduce energy consumption by using energy-efficient lighting and equipment.
- Implement water-saving measures, such as using water-efficient fixtures and encouraging attendees to conserve water.

### **3. Waste Reduction:**

- Implement a comprehensive recycling programme for all event waste.
- Encourage digital communication and reduce the use of printed materials.
- Provide clearly labelled recycling bins and educate attendees on proper waste disposal.

### **4. Sustainable Catering:**

- Choose catering services that offer locally sourced, organic, and seasonal food.
- Minimise food waste by accurately estimating the number of attendees and planning portions accordingly.

- Provide vegetarian and vegan options to reduce the environmental impact of meat consumption. Create menus that reduce the amount of animal protein per portion.

**5. Transportation:**

- Encourage attendees to use public transport, carpool, or bike to the event.
- Provide information on sustainable transportation options in event communications.
- Offset carbon emissions from travel by investing in carbon offset programmes.

**6. Communication and Engagement:**

- Communicate our sustainability goals and practices to all event stakeholders, including attendees, vendors, and partners.
- Engage attendees in sustainability initiatives, such as encouraging them to bring reusable water bottles, or taking part in recycling and landfill diversion programmes.
- Provide training and resources to event staff on sustainable event management practices.

**7. Monitoring and Reporting:**

- Monitor and evaluate the environmental impact of our events.
- Report on sustainability performance and identify areas for improvement.
- Set measurable sustainability goals for future events.

**Responsibilities:**

- The Event Manager is responsible for ensuring the implementation of this policy.
- All event staff are expected to adhere to the sustainability practices outlined in this policy.

**Review:** This policy will be reviewed annually to ensure its effectiveness and to incorporate any new sustainability practices or technologies.



Fred Soar & David Atkins  
Joint Managing Directors - Soar Communication Group Ltd  
17<sup>th</sup> Oct 2024