

A GUIDE TO MAKING YOUR EVENT 'GREEN'

Here at The Sage Gateshead we aim to do as much as we can to ensure we are as sustainably responsible as possible, working with our staff, clients and contractors to minimise the environmental impact of each event.

We seek to reduce the negative effect of what we do, but more than that we seek to find ways in which to make a positive difference through our own actions.

We understand that all events are different and have put together an informative guide to provide some inspiration on how you can make your event green.

If you would like to contact us to seek advice or talk through the different sustainable options for your event then please contact your event manager directly.

EVENT PRODUCTION:

Some of the things we do:

- ✓ Use a 'best value' purchasing policy to ensure that we use the best and most sustainable equipment
- ✓ Have AV equipment and assistance in-house
- ✓ Source any additional equipment from local suppliers ensuring we reduce our carbon footprint
- ✓ Where possible only deal with local and ethically sustainable companies
- ✓ Have LED lighting in both of our Halls and on Hall foyers.
- ✓ Use only potted plants within the venue, rather than cut flowers, providing a sustainable alternative to decoration.

What you can do:

- ✓ Make use of our in-house equipment or use a local AV/production company
- ✓ Ensure that your stage set is made from sustainable materials; alternatively reuse staging from previous events.
- ✓ Avoid using 'one use' materials such as stage felting or carpets where possible
- ✓ Consider alternatives to printed branding such as projection and avoid event specific materials with the date on them
- ✓ If using event schedules make sure they are printed on recycled paper/double sided printing.
- ✓ Encourage staff to travel with public transport or car share

PRINTING AND BRANDING

Some of the things we do:

- ✓ We only use recycled paper within our event offices
- ✓ All of our printer cartridges are recycled with proceeds going to charity
- ✓ Our printers set to double sided default to cut down on paper wastage.
- ✓ Our used paper is recycled by our local waste disposal company
- ✓ We have a store of recycled event materials for future conference clients to use, please discuss this with your event manager directly

What you can do:

- ✓ Use up-to-date mailing lists when sending out invites to avoid duplication of addresses or excessive postage
- ✓ Print only necessary documents. Conference handouts and presentations may better provided on a USB stick or website accessible

- ✓ Ensure all your pre- and post-conference information is available online
If you do have to produce printed materials, use recycled paper or paper that comes from renewable or sustainable sources
- ✓ Where possible reuse branding from previous conferences and events
- ✓ Choose to print double sided
- ✓ Reduce margins and white space
- ✓ Avoid laminates, foil blocking and binding types that will make it harder to recycle paper after use
- ✓ If possible design print to have life beyond the event e.g. don't include event date and it can then be reused on future events
- ✓ Check and proof all documents to avoid mistakes and costly print errors.
- ✓ Use suppliers who are based in NewcastleGateshead. They can deliver products direct to your venue reducing the amount of fuel used on transportation (and your costs)
- ✓ Ask your suppliers about their environmental policy and check the amount of packaging that could be wasted

TRAVEL:

Some of the things we do:

- ✓ Provide ample public bike racks around the venue for those choosing to cycle
- ✓ Offer reduced price delegate metro travel passes for Tyne and Wear region
- ✓ Send through transport information upon your booking.
- ✓ Have electronic signs displaying current bus times for Quay-link (electric) bus on the concourse level of the building.

What you can do:

- ✓ Encourage delegates to travel where possible by sustainable means – via public transport, on foot or by bicycle
- ✓ Provide travel information to delegates in advance of event to allow them to plan their travel to and from your event
- ✓ Upon registering provide incentives or rewards to those who have travelled via sustainable methods
- ✓ Provide your delegates with the NewcastleGateshead Conference Travel Card. The card offers your delegates unlimited use of the Metro and Quaylink ultra-low emission buses. This makes it easy for your delegates to get around, will reduce their reliance on cars or taxis and is great value for money. Contact NewcastleGateshead Convention Bureau for details
- ✓ Provide your delegates with the NewcastleGateshead Conference Travel Card. The card offers your delegates unlimited use of the Metro and Quaylink ultra-low emission buses. This makes it easy for your delegates to get around, will reduce their reliance on cars or taxis and is great value for money. Contact NewcastleGateshead Convention Bureau for details

ACCESS AND EQUALITY

Some of the things we do:

- ✓ Our building is fully accessible to disabled guests
- ✓ We have accessible toilet facilities for all of our spaces
- ✓ Braille signage for those who are visually impaired which accompanies all venue signage
- ✓ Hearing loops available for both conferencing Halls

What you can do:

- ✓ Send accessible information through to delegates in advance
- ✓ Ask delegates to advise of any access issues they may have in advance of event

CATERING:

Some of the things we do:

- ✓ Recycle all leftover food waste
- ✓ Provide seasonal and locally sourced produce
- ✓ Have fair trade alternatives available
- ✓ Advise on appropriate quantities of food for delegates to cut down on food waste
- ✓ Ensure all of our suppliers are sustainably aware
- ✓ Provide water which we distill and cool onsite to avoid water wastage and unnecessary air miles

What you can do:

- ✓ Talk to us about appropriate quantities of catering for your delegates
- ✓ Choose local and seasonally appropriate options for your menus
- ✓ Consider choosing fair-trade goods.
- ✓ Advise in advance of dietary requirements and factor in vegetarian and vegan options to your menu
- ✓ Try to be accurate about delegate numbers to avoid wastage
- ✓ Choose a menu option which limits on packaging
- ✓ Request that during refreshment breaks, milk, sugar and biscuits are not served in individual sachets / wrappings
- ✓ Request that drinking water is served in pitchers rather than individual bottles.

RECYCLING:

Some of the things we do:

- ✓ Aim to be 0% to landfill by 2012
- ✓ Provide additional recycling facilities for conference and event activity
- ✓ Try to ensure where possible that we are able to recycle all of our surplus products

What you can do:

- ✓ Closed-loop recycling; purchase recycled products that you know can also be recycled again and again
- ✓ Ensure your delegate packs are made with recycled products and ask suppliers to cut down on unnecessary excess packaging.
- ✓ Reuse the same branding and merchandise for upcoming events by future proofing it.
- ✓ Avoid flip charts where possible. Instead make use of erasable dry boards and white screen technology.
- ✓ Remind delegates to hand in their name badges for re-use at the end of your event
- ✓ Incorporate the local community into your conference. Ask exhibitors to donate their left over flowers, stationery, giveaways such as pens and t-shirts to local hospitals, schools, groups etc.