



gold | convention and
coast | exhibition centre

SUSTAINABLE EVENT CHECKLIST

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SUSTAINABLE EVENT CHECKLIST

The Gold Coast Convention and Exhibition Centre (GCCEC) is committed to leading industry towards a more environmentally conscious and sustainable future for conferencing and events. We work hard to limit our impact on the environment and have created this guide to help event planners create more environmentally conscious events.

What makes a Sustainable Event?

Adopting eco-friendly practices to reduce energy use and greenhouse gas emissions, minimise waste, and effectively communicate to attendees how an event is reducing its environmental impacts, are all part of hosting a sustainable event.

Whether it's a large-scale, international conference or a small scale event, this guide illustrates that planning a sustainable event doesn't need to be complex or expensive – in fact, sometimes the most simple and inexpensive initiatives are the most effective.

Why hold a Sustainable Event?

Current statistics show that Australia is one of the world's largest polluters on a per capita basis, with electricity and transport two of the biggest contributors. For an event, travel is usually the single biggest contributor at around 90% of the total carbon footprint.

Creating events that are more environmentally conscious is a way event planners can actively contribute to a reduction in environmental impacts, leaving a positive legacy behind. Foremost, this is important for the environment, while highlighting your company reputation.

The advantages of implementing sustainable and environmentally responsible event practices include saving on costs and resources, reducing waste, increasing productivity, enhancing company transparency, sharing knowledge and boosting the morale of delegates.

As an authority on the best practices in sustainable event management, GCCEC is here to help you run a successful event that achieves the following impacts:



Cuts back costs: Something as simple as eliminating paper administration or opting for local produce can cut back on your event costs.



Enhances your brand and reputation: Clients have come to expect a certain level of eco-friendly performance from business. Holding a sustainable event with us will not only enhance your brand and reputation but meet and excel the expectations of today's standard practice.



Encourages market transformation: We work closely with suppliers to change the way goods are packaged and delivered, encouraging the development of broader sustainable closed-loop systems and industries.

¹ <https://www.theguardian.com/environment/2019/aug/30/australia-carbon-emissions-rise-again-greenhouse-gas-Ing>

² <https://www.triplepundit.com/story/2014/conferences-and-carbon-impact-behind-event/58101>

OUR CHECKLIST FOR SUSTAINABLE EVENTS

Hosting an environmentally conscious event is as easy as following these steps! The first step is choosing a partner venue that shows a strong commitment to sustainability initiatives and meets your objectives. Use the checklist below when considering what initiatives can be implemented at your next event.

TRAVEL, TRANSPORT & ACCOMMODATION

Choose a venue that is walkable to accommodation and facilities.

Ask delegates to purchase a voluntary carbon offset with their flights.

If delegates are hiring a car, encourage them to choose a model known for fuel economy or a hybrid.

Promote public transport and car-pooling. GCCEC is conveniently located just metres from the G:Link Broadbeach North Station – a light rail network that offers a safe and affordable transport alternative.

Encourage delegates to select accommodation within the Broadbeach and Surfers Paradise precincts. There are thousands of local accommodation options and tram and bus services that run directly to the Centre's front entrance.

Offer video conferencing options for delegates and speakers who cannot travel to the event.

FOOD & BEVERAGE

Provide final attendance numbers early to help the kitchen reduce food waste. As part of catering requirements, GCCEC requires attendance numbers to be confirmed two weeks prior to the event date.

Consider vegetarian and vegan meal selections as they are more environmentally conscious options, requiring less energy input in production.

Choose BioPak sustainable packaging where appropriate.

Encourage delegates to bring their own reusable coffee cups, water bottles and containers.

Encourage and support delegates to use recycling bins.

SUPPLIERS & EXHIBITORS

Check the environmental credentials of preferred suppliers.

Source printing suppliers who abide by best environmental practice (recycled stationery and paper, vegetable inks and double-sided printing). Avoid metallic ink, varnishes, lamination and glossy paper as these products cannot be recycled, while glossy paper is more difficult to recycle.

Promote the sustainable considerations of the event to exhibitors or provide incentives to encourage exhibitors to get on board.

Ensure exhibits and signage are made from recycled materials or where possible, look to order materials that can be reused at a later date.

COMMUNICATIONS & MARKETING

Take registration online. Talk to the GCCEC events team about using an electronic alternative, for examples iPad stands for check-in.

Include a sustainability message in all event communication that reminds people to bring their own reusable containers to your event and think before printing.

Ask delegates to access event information online or make the information readily available for tablets and smart phones.

Purposely design promotional banners and posters that can be used year in and out, or reuse material from previous years.

Podcast the event to reduce softcopy notes.

Recycle communication materials such as name badges, place cards and lanyards. GCCEC can provide recycling facilities.

MATERIALS

Offer conference materials as an optional item to reduce individual consumption.

Consider donating leftover or unwanted conference materials such as satchels and notepads to schools or charity groups after the event, or repurpose them for the following year.

Choose locally crafted organic gifts or consider gift certificates.

Avoid using excessive packaging and products provided in clear plastic wrapping.

Avoid wrapping paper with foil, glitter or cellophane as these materials can't be recycled.

TECHNOLOGY

If purchasing electrical equipment, opt for products displaying a higher star rating and efficiency.

Hire reconditioned laptops to reduce costs and waste.

Ensure any electronic waste (including print cartridges) from the event are recycled. A number of companies will recycle computer waste for free.

Remind delegates to enable sleep mode on laptops and other technology devices during the event.

RECOMMENDED WEBSITES

- » Learn about [Carbon Neutral Certification](#)
- » Get the latest news, information, products and services from [Australia's Green Business Directory](#)
- » Find out how to [offset your business emissions](#)
- » For ideas on eco-friendly conference products visit [EcoPromotions](#)



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