



綠惜活動減廢同行計劃
events go green programme

主辦 Organized by:



捐助 Funded by:



INTRO

Green Events Suggestions for You

Hailed as Asia's events capital, Hong Kong has an action-packed yearly events calendar, which inevitably generates a large amount of waste and carbon emission in a short time. Sustainable event management has become increasingly important as we face the threat of climate change and environmental challenges.

Key to Success

1. Maintain close communications with participants and partners. Explain your green goals to them!
2. Buy-in from the work team is very important.
3. Early planning.
4. Set goals, collect data and review the results.

We summarise the following Green Events advice for beginners to take the painless first step of sustainable event planning.





1

Set Goals Three Main Goals of Green Events

1. Waste Reduction
2. Carbon Reduction
3. Reduce Ecological Impact

Set up specific targets according to the needs of your event.
(e.g. energy conservation targets, waste reduction targets...)



2

Build Consensus

Each event involves various stakeholders. Each of them is playing crucial roles in determining the success of green measures implementation. You are advised to explain the green objectives, goals and policies utilising various channels, e.g. introduction seminars, notices and work instructions, targeting different stakeholders like teammates, partners and participants.

Stakeholders could be: decision makers, work teams, participants, volunteers, sponsors, venue providers, cleaning service companies, recyclers, product/service providers, exhibitors, etc.



3

Looking for a Green Venue

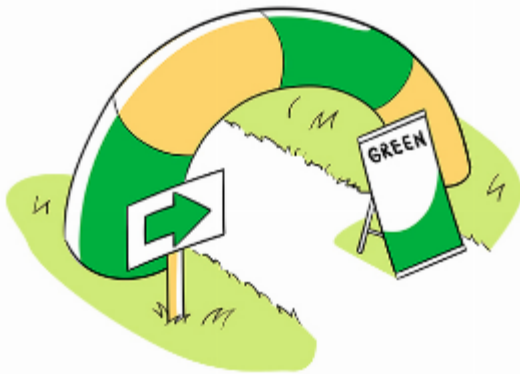
Things to consider when choosing an event site, apart from meeting your requirements, should include the following green objectives:

- Able to provide reusable equipment (stage and installation, electronic screen, setup equipment, water dispensers, etc.) to reduce one-off waste.
- Able to provide proper recycling facilities and services.
- Able to provide energy monitoring system (EMS).

The event is being held indoor

We have located some green venues for your perusal. Look them up in our [Green Event Procurement Search Engine](#).

Please Check



4

5R Principles for Purchase and Production

All Purchase

- Following the principles of waste and carbon reduction.

Applicable for promotion, venue setup or any event materials:

- **Refuse & Reduce** – Produce based on needs, no wastage.
- **Reuse** – Choose reusables as the priority.
- **Replace** – Eco-friendly production as an alternative.
- **Recycle** – Resource recycle.

Beverages will be served during the event

Provision of Water/ Drinks

Refuse & Reduce

- Avoid offering single-use bottled drinks. Set up enough drinking and refilling equipment.
- Rent water dispensers, then one can put up signs to show their locations.
([Find water dispenser suppliers](#))
- Estimate the water consumption needs to avoid wasting water.

Reuse / Replace

- Encourage participants to bring their own bottles/ cups or provide reusable containers.
([Find reusable container providers](#))

Recycle

- Choose recyclable packaging over individual packaging. Ask sponsors to provide family-size drinks or make your own drinks.
- Ask recyclers about the recyclability of particular drink containers if you are uncertain and set up proper recycling facilities for clean recycle.
(['Can it be recycled?'](#) Index of Recyclable Items)

Carbon Reduction

- Provide locally produced drinks to reduce carbon emissions of transportation.





Food Provision

Refuse & Reduce

- Estimate the food consumption needs to avoid wasting food.
- Avoid providing individual-packaged foods and choose family-size/ minimalist-packaged foods.
- Discuss with food sponsors the possibility of providing minimalist-packaged promotion items.

Reuse / Replace

- Ask participants to bring their own food containers and cutlery.
- Use [caterers that provide reusable cutlery and containers](#).
- There are [companies providing cutlery and food-box rental](#).

Recycle

- Ask recyclers about the recyclability of particular food containers if you are uncertain and set up proper recycling facilities for the event.
- Plastic containers have to be washed clean for recycling. Avoid them if onsite cleaning cannot be done.
- If leftovers are predictable, contact [food collectors](#) in advance for donation afterwards.
- Explore the possibility of onsite food waste collection or contact [food waste recyclers](#) in advance for collection afterwards.
- 'Can it be recycled?' Index of Recyclable Items.

Carbon Reduction

- Choose [low-carbon](#) and [sustainable menu](#) (such as locally produced or [vegetarian food](#)).

Souvenir will be distributed for the event

Souvenir Distribution

Refuse & Reduce

- Creativity in providing intangible souvenirs is advised.
- Estimate the needed amount to avoid waste.
- During registration, provide participants with an option of not taking any souvenir. Produce according to the actual needs.

Reuse / Replace

- Souvenirs should focus on quality over quantity. Choose souvenirs with practical usage.
- Urge participants to bring their own reusable bags for souvenirs.
- Avoid unnecessary packaging. Request suppliers to provide minimalist-packaged promotional items.
- Provide product coupons in electronic version or with a QR code, which also saves your printing cost.

Recycle

- Set up sharing corner to collect souvenirs that participants do not want, and redistribute in the next event or donate them.

Carbon Reduction

- Choose locally produced souvenirs or environment-friendly products to reduce carbon emissions.





Souvenir will be distributed for the event

Trophies or VIP Memorabilia

Refuse & Reduction

- Give intangible gifts such as cash prizes, cash coupon, food coupon, adventure experience etc.

Reuse / Replace

- Use electronic certificates instead of print ones.
- Use upcycled materials or products for trophies.

The event will produce promotional materials or related publications

Programme/ Promotion Booklet

Refuse & Reduce

- Have the exact estimate of programme/ promotional materials to avoid waste.

Reuse / Replace

- Provide electronic publications for participants to meet the needs in the internet era.
- Use environmental-friendly papers if you must print, such as 100% recycled or FSC (Forest Stewardship Council) certified papers.

Recycle

- Avoid lamination on the paper as laminated paper cannot be recycled.

Carbon Reduction/ Reduce Environmental Impact

- Production of papers causes harm to the environment, use certified environmental-friendly papers instead: TCF, PCF, ECF etc.





Banner/ Foam board/ Roll-up banners/ Flags will be produced for the event

Other Promotional Materials

Refuse & Reduce

- Most of the event banners are discarded after one use and are difficult to recycle. So please reconsider your needs before making orders, and reduce use (including size and quantity) wherever is possible.

Reuse / Replace

- Replace banners with alternatives (e.g. large electronic screens etc).
- Avoid printing the year of the event on promotional materials so that they can be packed and used again.
- Use durable materials for future reuse and save cost.
- Extend the shelf life of promotional materials such as donating them to those who can use them. (For example, the banner can be reused as water-proof cover, or in banner upcycling workshops).

Recycle

- Recycle whatever can be recycled ('[Can it be recycled?](#)' Index of Recyclable Items).

Stage backdrops/ Installation/ Inflatable arch will be produced for the event

Big Installations

Refuse & Reduce

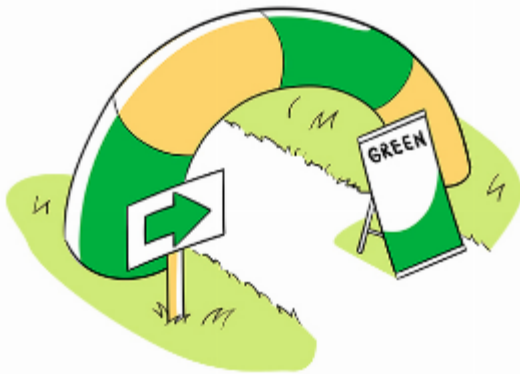
- Explore equipment rental before production. Make full use of available decorations and installations.
- Explain to the production agency your green requirements and ask it to provide a practical green proposal.

Reuse / Replace

- Use usual-sized components in design so that they can be reused in the future.
- Reduce using materials that cannot be reused or recycled.
- Air arch, one of the biggest junks in a large-scale event, cannot be recycled. Many rental companies can provide reusable air arch and stick the event name on it.

Recycle

- Recycle whatever can be recycled ('[Can it be recycled?](#)' Index of Recyclable Items).





Signs/ Road signs will be produced for the event

Reuse / Replace

- Use lasting design, avoid printing dates, and remove them carefully for use next time.
- Use hemp ropes or reusable cable ties to fasten signs. Reduce the use of disposable cable ties and adhesive tapes.



5

Energy Conservation and Carbon Reduction

Reducing carbon emissions to promote sustainability has been popular as a way to combat climate change

- Utilise natural light and ventilation.
- Choose energy efficient equipment/ venue.
- Formulate energy-saving instructions for the team.
- Choose a venue reachable by public transport or provide shuttle buses for the participants, to avoid driving their own cars.
- Have web conferences if there are overseas participants to cut down air mileages.
- Plan your logistics in advance to minimise delivery and transportation.



Transportation will be provided for participants

Travel Arrangements

The transport sector accounted for 18% of the city's greenhouse gas emissions*.

- Choose an event venue reachable by public transport.
- Make and publish roadmaps indicating public transport choices for the event venue to participants.
- Provide shuttle buses for participants if the event venue cannot be reached by public transport.
- Encourage participants to use public transport instead of driving their own cars.
- Plan your logistics in advance to minimise delivery and transportation.

*Data source: Hong Kong's Climate Action Plan 2050

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Recycle and Reuse



- Make an inventory list and examine the recyclability of each item. Some may need special recycle facilities, which will increase your cost. You will have to decide whether to replace the unrecyclable with easily-recycled items or use them less.
- Set up recycle facilities at the event venue and give clear instructions. You are advised to have green ambassadors to help participants recycle.
- Work with reliable recyclers to save your effort. To find out how the recyclers handle recyclables in advance, and ask for receipt and recycle data after the event.
- [Who to trust?](#) List of recyclers.
- ['Can it be recycled?'](#) Index of Recyclable Items.



Waste audits is required

To carry out a waste audit, you can:

- Obtain data by weighing or calculating the capacity of garbage bags; or
- Communicate with cleansing contractors and recyclers before the event, and have them submit data after the event.

No matter which method you would use, we recommend you to monitor and record the use of recycling bins and trash bins on-site to gauge the effectiveness of the measures.

A waste audit can help the event organiser to find out:

- The amount of waste generated by the event.
- The amount of the recycled.
- The efficacy of green event measures and ways for improvement.

7

Record and Review

Before the event:

Set green goals (e.g. amount of waste and carbon emissions to be reduced, recycling rate to be achieved, etc.)

During the event:

Collect various data (e.g. electricity consumption, water consumption, waste generation, amount of the collected recyclables, etc.)

After the event:

Analyse data, compare goals, review and record recommendations for the next event. Report and share results with the management, partners and participants.



Environmental training is needed for staff and volunteer teams

Publish Results

Publish results that quantify green efforts and review room for improvement.

Make a green report of the event, it may include:

Part 1 – Introduction & Goals

Aim: Summarize the green aims and objectives of the event.

Part 2 – Review the green measures and actions at each stage of the event

*Remember to take photos to keep track of the effectiveness of the measures, which can be used for internal review or sharing with others.

Part 3 – Waste Audits & Carbon Audits Results (if applicable)

Summarize the results and analysis of waste audits and carbon audits.

Part 4 – Reviews and Recommendations

- Summarize the effectiveness of the implemented measures and whether they have achieved the set goals.
- List out the problems in the process and make suggestions for improvement.
- Compare waste or carbon audit results with past or similar events and review your success or failure.
- Suggest goals for the next event.



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Search for Green Support



Every event has its particularity. You may apply the above-mentioned advice according to your needs. If you need more comprehensive consultation:

The Green Earth has provided green support for more than 110 events, big and small, to help event organisers be environment-friendly. We provide tailor-made waste reduction plan, education and promotion support, recycling support, coordination of onsite recycling and resource optimization, reliable recycling channels, event review and report, volunteers to help with environmental education on site etc. [Contact us](#) to know more.

In 2020, we launched **Jockey Club “Events Go Green” Programme** to provide [free green support – Waste Reduction Support](#) for [Green Events and Waste Audit Service](#) – for charity or non-profit events.



Free Training for Event Volunteers

Regardless of the size of the event, for it to successfully promote green messages and actions in the event, volunteers' participation is often the most indispensable.

The Jockey Club 'Events Go Green' Programme provides free environmental education training for volunteer groups (not limited to charity events).

[Look it up](#)



Green Event

If you are looking for green booth activity or workshop partners for your event, look up our [Green Event Procurement Search Engine](#).



Contact The Green Earth

[Contact Us](#)

Telephone Number: 37088380

[Know more](#)

Jockey Club "Events Go Green" Programme