

Discussion: What is your biggest challenge?

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The event industry & sustainability

- We know there is a movement to make the event industry more sustainable
- We are keen to provoke a discussion to find out what is the industry's biggest challenge with implementing sustainability to find out what solutions are needed
- Government targets mean it is essential we start moving forwards and integrating sustainable solutions

Defined as:

- “An enduring and balanced approach to **economic** activity, **environmental** responsibility and **social** progress” (BSI, 2007)



What pressures do you face to become more sustainable?

INTERNAL?

EXTERNAL?

What are the challenges?

- What barriers do you face?
- Who should take responsibility?
- Where are the pressures coming from?
- Which one is the most important to address?



What are our opportunities?

- What opportunities can we create from the challenges or barriers?
- How can the event industry be supported to overcome challenges?
- Who do you think needs to take responsibility?
- Where can you find information?



Solutions

- What are the solutions?
 - Case studies?
 - Online tools?
 - Educational workshops?
 - Resources e.g. how to guides?
 - Online education?

Thank you

Any questions?

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