

# Global Sustainable Events Charter

We believe that **events** should be sustainable

# OUR SUSTAINABLE EVENTS MISSION

Cushman & Wakefield is committed to operating in a sustainable way. We recognise that change needs to happen in all aspects of what we do, how we work and who we work with. The connection we have with our clients is key to our continued success. We believe that demonstrating our sustainability commitments in the way we approach events is a natural part of our ESG journey.

Recent research from Birmingham University showed that a one-day physical event can produce up to 375lbs (170kg) of Co2 and create up to five tonnes of refuse waste. This is without considering the footprint of people travelling to and from the event, the paper printed, stands built and discarded and many other 'one time' use only items.

The “great time we had today” can leave an aftermath of problems for tomorrow. When people get together, particularly in large numbers, they can put a strain on local resources such as water and energy, and create significant waste. Now is the time to look at how we address these challenges and implement thoughtful changes to make a positive impact.

**Cushman & Wakefield is leading the way in creating sustainable real estate events.**



# SUSTAINABLE EVENT PRODUCTION

## 5 R's of Sustainable Event Production



# OUR SUSTAINABLE EVENTS COMMITMENT

## WE WILL:

- Ensure that sustainability is our primary consideration when planning any event activity
- Question - does this activity need to be a physical event or would a virtual event deliver much of the same results for a fraction of the carbon footprint?
- Work with venues and third party suppliers who have sustainable event policies and practices in place
- Minimise the amount of travel required to venues based on our guests' location
- Encourage all attendees to choose the least carbon-intensive mode of travel available to them
- Offer a hybrid/remote attendee experience for those that choose not to attend an event in person
- Eliminate all single use plastic from events
- Reduce the volume of printed materials and use digital alternatives
- Ensure that all event infrastructure produced (*i.e. exhibition booth components*) are reusable/recyclable
- Minimise the amount of energy consumed during our events
- Provide catering sourced locally, offer a more plant-based menu with less red meat
- Donate any surplus catering to local charities (*where local legislation permits this activity*)
- Identify at least one way (per event) in which we can support the local community and make a positive impact
- Continually review all key elements of event planning to ensure we are operating in the most sustainable way

# KEY CONTACTS



**Rose Ellis**

Head of Events EMEA  
Global Marketing & Communications  
[rose.ellis@cushwake.com](mailto:rose.ellis@cushwake.com)



**Olivier Garnier**

Senior Consultant  
Energy, Infrastructure & Sustainability – EMEA  
[olivier.garnier@cushwake.com](mailto:olivier.garnier@cushwake.com)