

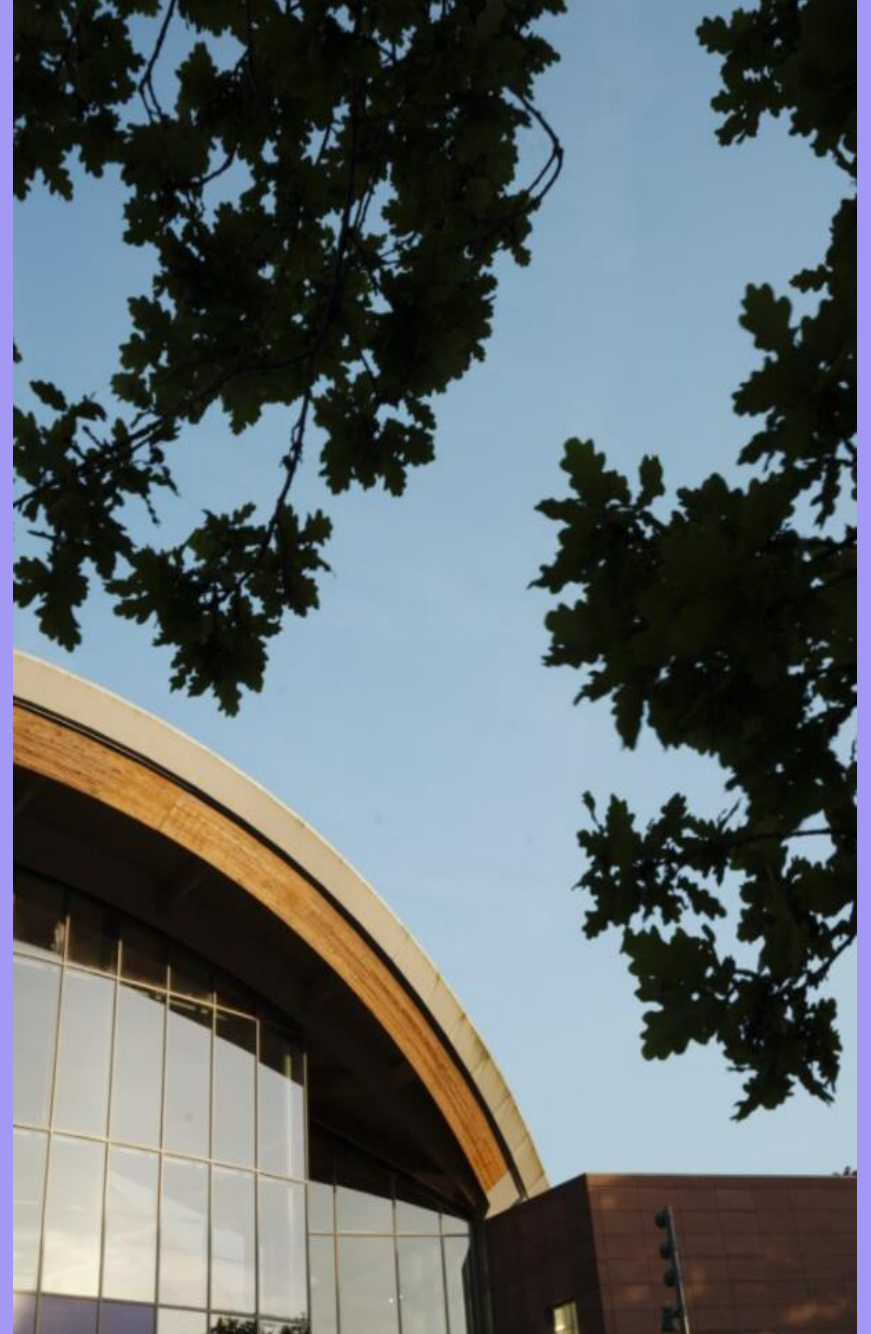


Boost Your Positive Impact

Embedding sustainability into public engagement

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Agenda

- 01** Introduction
- 02** Interactive Sustainability Challenges
- 03** Communicating Sustainability
- 04** Get Involved at Warwick

Why sustainability in events matters at Warwick

University
Strategy

University
Branding

University
Priorities

Saves money
and waste

Sometimes- it is
more inclusive

Of course- better
for people and
planet



01 Sustainability Essentials



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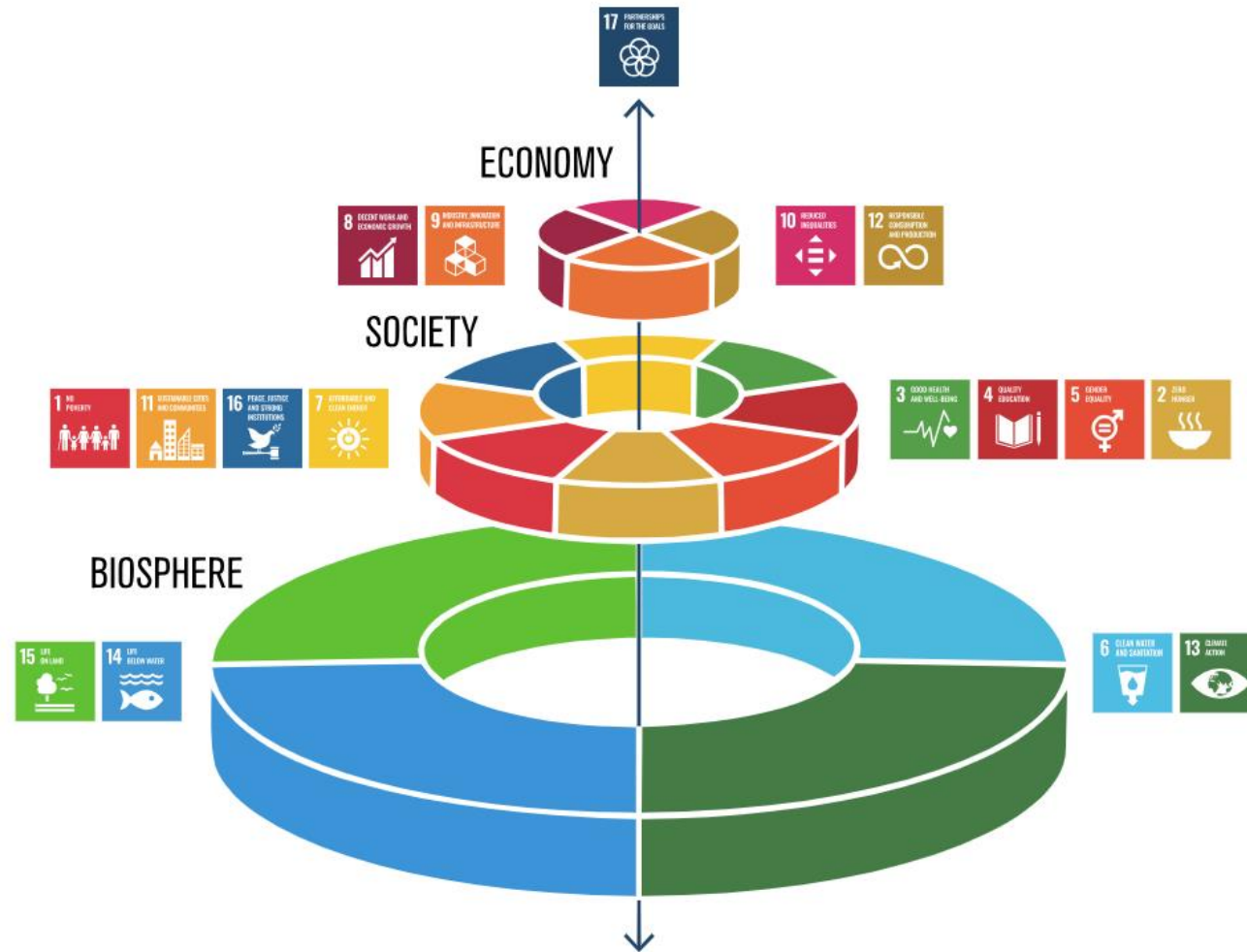
What is 'sustainability'?



meeting the needs
of the present
without
compromising the
ability of future
generations to meet
their own needs



There must be at least one goal that you are familiar with...



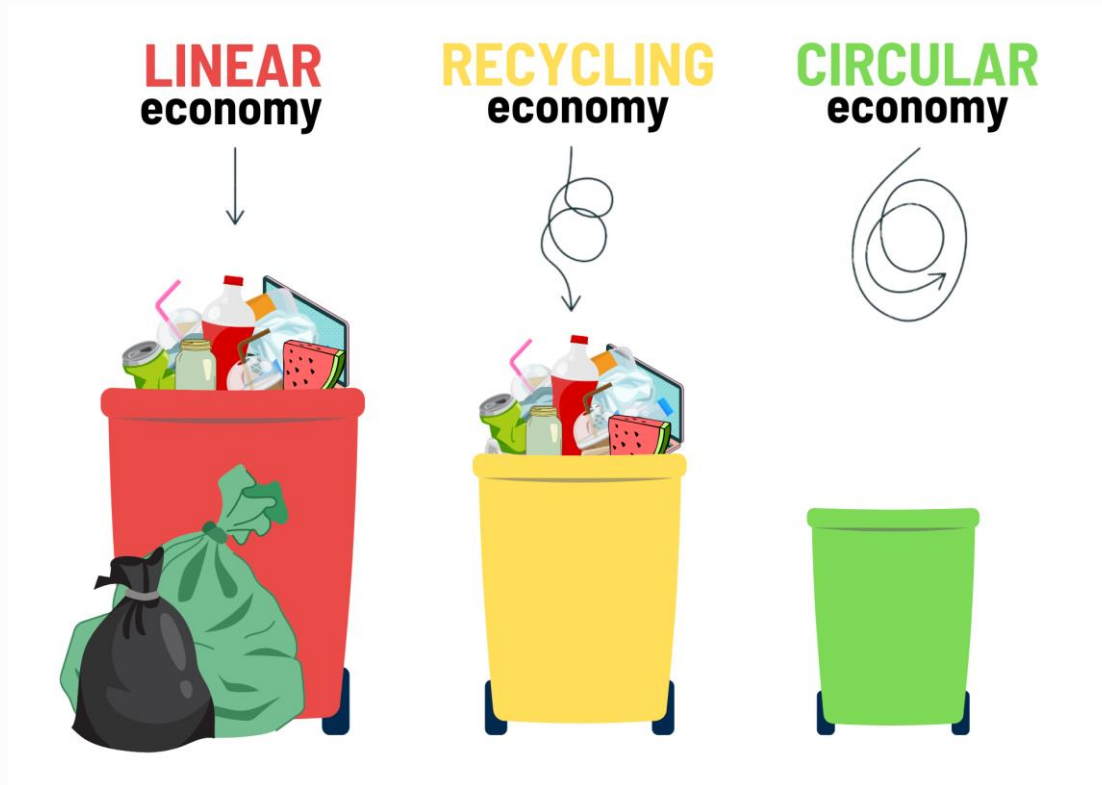
Product Life Cycle Assessment

When assessing the impact of a product or service, consider:

- Where it comes from
- How it was produced
- How it reached you
- How you will dispose of it

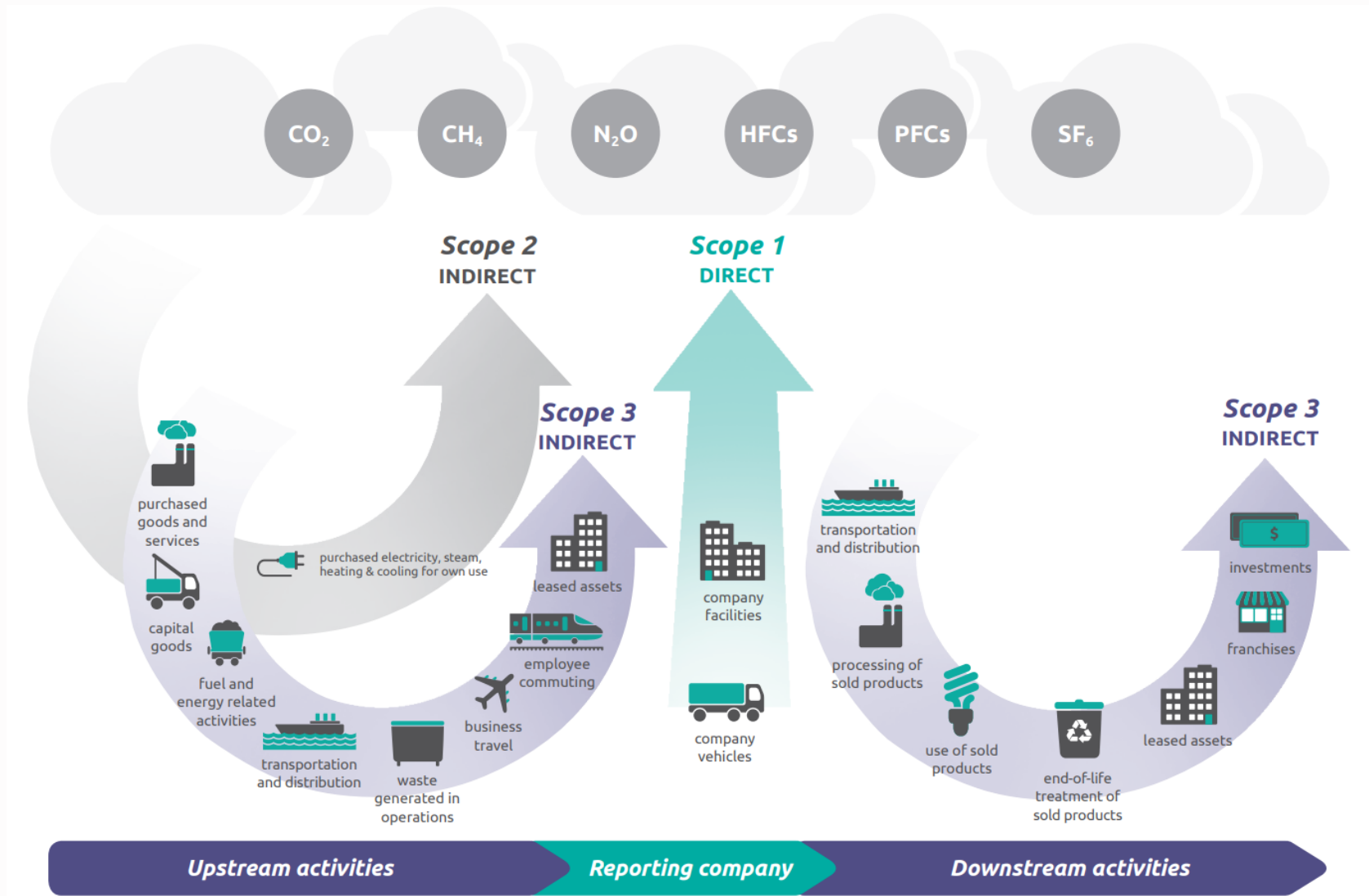


Waste Hierarchy

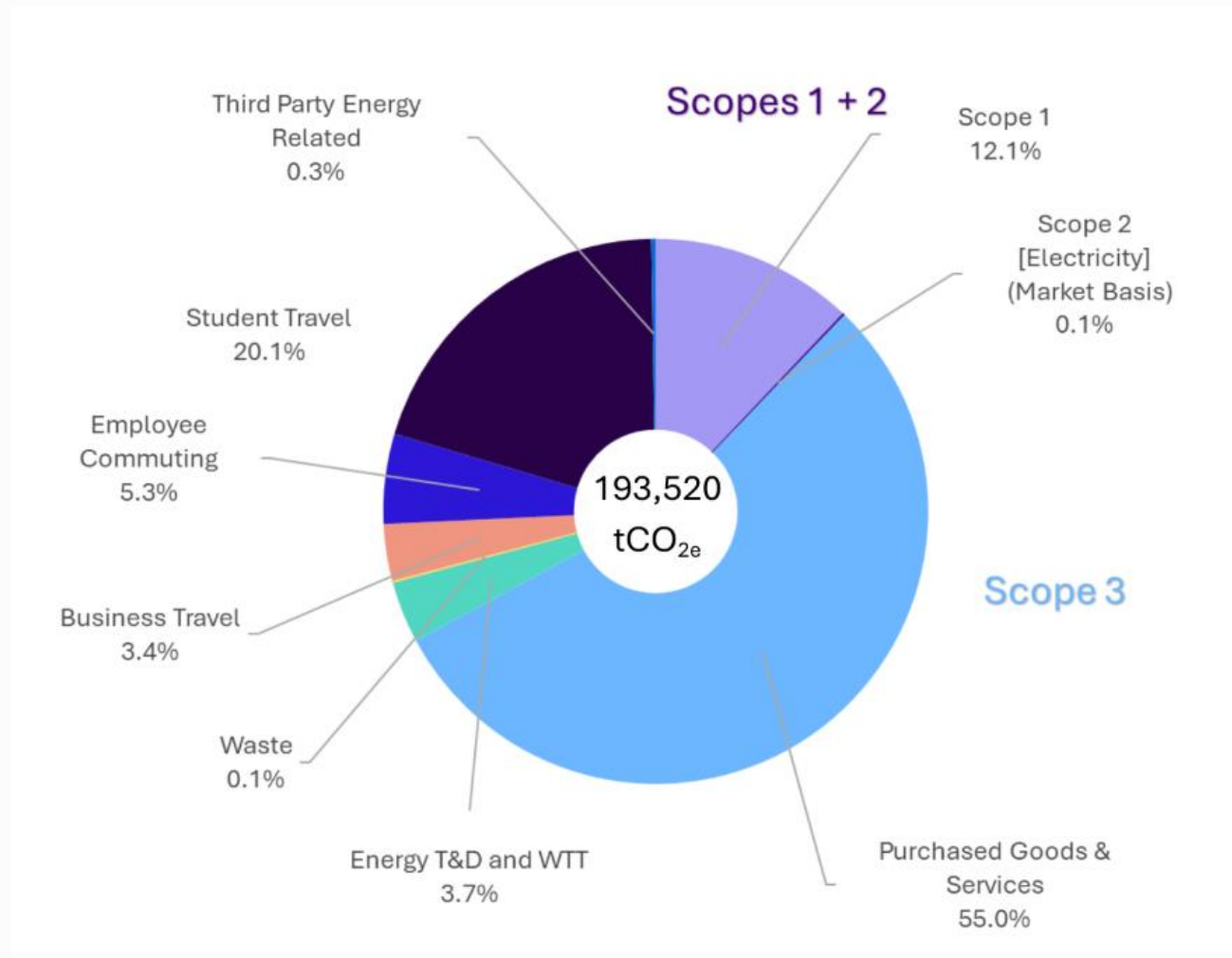


	Refuse
	Rethink
	Reduce
	Reuse
	Repair
	Refurbish
	Remanufacture
	Repurpose
	Recycle
	Recover

Scope 1, 2, and 3



Scope 1, 2, and 3 at University of Warwick





02

Interactive Sustainability Challenges



The Journey of the Event Items

- On your table, you'll find items that are relevant to events at University.
- Your task as a group is to uncover the hidden lifecycle of them.

Some prompt questions to guide your discussion:

- Where it came from?
- What materials is it made from?
- Where might those materials have been sourced?
- How was it produced?
- What manufacturing steps might be involved?
- Who might have been involved in the process?
- How it travelled to you?
- How far might it have been transported?
- What packaging or energy was used along the way?
- Where it will go after use
- How long is it typically used for?
- Is it reusable, recyclable, or does it become waste?

The "Sustainable Pivot" Challenge

Scenario A:

A high-profile, 200-attendee clean-energy conference, bringing together international and local academics and featuring a buffet-style meal

Scenario B:

A small departmental networking event for new staff members

Scenario C:

An outdoor student recruitment/engagement fair

If you are the event organiser of these events, what are they key elements in these events and how you can make it more sustainable? You'll have 10 minutes to come up with sustainability ideas across three tiers:

- **Quick Wins:** Simple, low-cost actions that can be implemented immediately.
- **Systemic Changes:** Bigger shifts that require planning, coordination, or policy changes.
- **Wildcards:** Bold, creative ideas that add long-term positive impact or a legacy element.

Please use the post-it-notes and write these ideas down!

Impact vs Effort

Place your post-it-notes on the matrix depending on:

- Ease of Implementation (Easy → Hard)
- Environmental Impact (Low → High)

Good Practices

Promotional Items

Promotional items can be powerful tools for building recognition, pride and belonging, but only when they're quality, genuinely useful, and responsibly produced.

Working closely with the Sustainability and Procurement teams, and our approved suppliers, we've introduced a coordinated approach that makes it easier to choose promotional items that:

- Support Warwick's sustainability strategy.
- Save time and reduce administrative burden.
- Use approved artwork, Pantone-matched colours, and consistent brand application.
- Are sourced from trusted and responsible suppliers.
- Are durable, reusable, and designed to minimise waste.
- Benefit from shared stock and economies of scale.

The result is a more professional, coherent, and environmentally responsible approach to promotional merchandise across the University. All promotional merchandise that is institutionally branded needs to be ordered through our [promotional merchandise portal](#).

Any items being created and ordered by WMG and WBS (using their own brand) needs to go through any of our [approved suppliers](#).

For more information about ordering promotional merchandise, please visit our [promotional merchandise page](#) or [contact the Brand Team](#).



6MS - X4Z - SCP - GTH
Expires: 01/06/2025

This voucher is valid in the following places:

- Bar Fusion, Café Gibbet Hill, Café Library, Café Oculus, Café Social, NAIC Café, Red Rocket, Rootes Grocery Store, spud, Eatwise Test Kitchen, Eatwise Van, Westwood Cafe, District (WBS)

£5.00

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THE UNIVERSITY OF WARWICK

Terms & Conditions:

1. Vouchers may only be spent in one transaction
2. No change given
3. No cash alternative
4. Cannot be used at self checkout tills



03

Communicating

Sustainability With Confidence



Authentic Sustainability Communication



Worried about getting challenged?

Unsure how to communicate
sustainability accurately?

Concerned about overclaiming?

Authentic Sustainability Communication- top tips

Be Specific

“We have sustainable catering.”

“45% of today’s menu is plant-based, which cuts the carbon footprint of the lunch service by an estimated 30% compared to last year.”

Be Honest

“We recognise that not all attendees can avoid driving due to accessibility or distance. Although we promote low-carbon travel, we’re still exploring better support for attendees with limited alternatives.”

Explain Why

“We’ve chosen not to offer traditional free giveaways because many branded items are used only a few times, Instead, we’re offering edible freebies, which create a positive experience without generating long-term waste

Be Positive

"Stop wasting paper! Use the QR code."

"Join 400 other researchers in going paperless today, scan here for the digital toolkit."

Credit attendance & Collect Feedback



Still unsure?

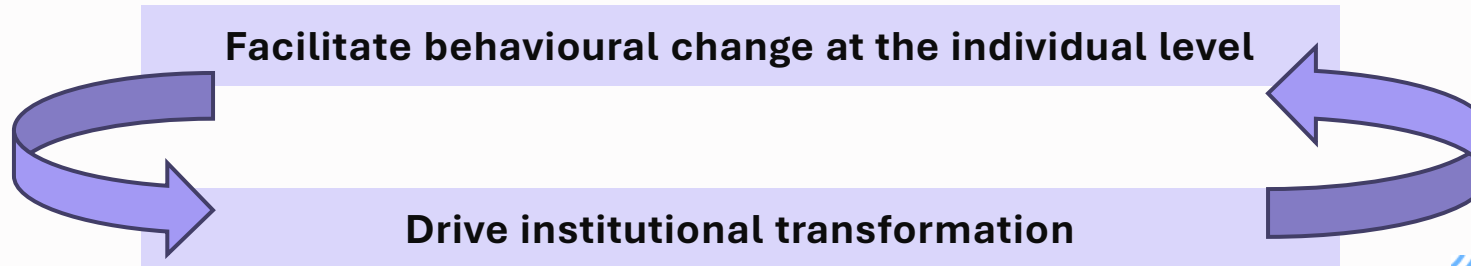
Email:

sustainability@warwick.ac.uk

and we are happy to help!

Sustainable Events Guide

<https://warwick.ac.uk/sustainability/getinvolved/event-support/>



Support we provide

- A [guidance](#) for you to organise the events in a lower impact way
- A [sustainable event planner](#) for you to go through during the event planning stage
- Ready-to-use [sustainability statements](#) that can be added straight in your event materials to highlight and support your commitment to sustainable practices
- A [equipment sharing list](#) (sign-in required) for you to share events equipment with other staff at the University
- Case studies for you to learn from the other staff
- Training sessions for your community, contact sustainability@warwick.ac.uk for more details

If you are planning to organise a campus tour for your event participants, we have designed an [Autumn Biodiversity Trail](#).

THE SUSTAINABLE EVENT PLANNER

1. FOOD AND CATERING

- Order reusable cups/ encourage participants to bring their own cups
- Get the confirmation of your participants before ordering food
- Prioritise vegan/vegetarian options while meeting dietary requirements
- Offer food group vouchers (if unsure about the turnout rate)
- Take away for leftovers or use the community fridge
- Provide and label a bag for recyclable waste

2. MERCH, PRINTED ITEMS AND DECOR

- Do not give unnecessary merch
- Do not print the items that cannot be used again in other events
- Digitalise the process when you can- e.g. online register
- Check the [equipment sharing list](#) before purchasing new decor items

3. ENERGY AND TRANSPORT

- Select the venue with better natural lighting
- Assign someone to switch off lights, AV and appliances before leaving
- List public transport as the first option for travel to the venue
- Schedule reminder emails or updates for attendees

4. EVENT COMMUNICATIONS

- Add the [statement](#) to your event webpage and event invitation
- Add the [statement](#) to the displays on the venue
- Collect feedback if possible

For any questions or feedback, please reach out to sustainability@warwick.ac.uk

Get Involved: <https://warwick.ac.uk/sustainability/getinvolved/>

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Become a Green Champion

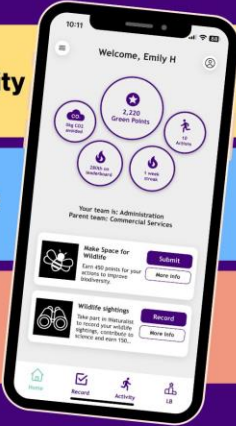
Get involved and help to make positive changes across the University community.




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Earn rewards for your sustainable actions with Green Rewards

-  Support biodiversity
-  Shop secondhand
-  Get outside



Download the app or visit uniofwarwick.greenrewards.co.uk to join in now!



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Climate Literacy Training



Climate Literacy Training provides a fundamental awareness of how our way of living is having an impact on the planet, and how we can make a difference by reducing those impacts.

Thank you!

