

Blue
Packaging
Group



MEET ZERO

5 ways to host greener events



Mr. Blue Fish
UNBOXING SUSTAINABILITY

“Our biggest challenge in this new century is to take an idea that seems abstract – sustainable development – and turn it into a reality for all the world’s people”

– Kofi Annan



Meet Zero: 5 ways to host greener events

Hi there, eco-conscious businesses!

Are you tired of watching the trash pile up at your events? Want to make a positive impact on the environment while still throwing an awesome event?

Well, fear not! There are plenty of ways to make events more sustainable and eco-friendly. From ditching disposables to keeping it local, we've got five key points that'll help you green up the next time you meet. Plus, we'll share some real-life examples of companies that have successfully implemented these strategies. Let's get started!

1. Say No to Single-use Plastics

We've all seen it before – stacks upon stacks of plastic cups, plates, and utensils piled high after an event. Fear not, there is a better way. **Switch to reusable or biodegradable items like cups, plates, and utensils to reduce waste** and promote sustainability. In 2019, at Dell Technologies World conference in Las Vegas, they partnered with Loop to provide reusable packaging for food and beverages. They also used reusable cups and bottles for drinks, rather than single-use plastic. Way to go, Dell!

2. Go Digital

Ah, the smell of freshly printed paper...but wait, do we really need all those flyers, pamphlets, and posters? **Save a tree (or two) by using digital resources like contactless business cards, mobile apps, online resources, and digital signage.** Adobe did just that at their 2020 Summit in Las Vegas, where they encouraged attendees to bring their own reusable water bottles and provided refill stations. They also used digital signage and online resources to share event information. And the result? Less paper waste and more digital vibes.

3. Keep it Local

Support your community and reduce your carbon footprint by sourcing ingredients and materials locally. This not only promotes sustainability, but it also helps to reduce waste. Take the 2021 Food for Good Forum in Dubai, for example. The event organizers sourced ingredients for the meals from local farms and vendors, and they even used compostable food containers and utensils made from recycled materials. Yum and eco-friendly? Sign us up!

4. Reduce, Reuse, Recycle

It's the three Rs of sustainability – reduce, reuse, and recycle! By following these three principles, you can significantly reduce your environmental impact. Take a cue from the 2019 Sustainable Brands Conference in Paris, where the event organizers **provided clearly labeled recycling and composting bins.** They also **reused decorations and signage from previous events** and donated leftover food to a local food bank. Now that's what happens when eco minds meet!

5. Spread the Word

Finally, use your event as an opportunity to promote sustainability and educate attendees about environmental issues. By sharing information about sustainable practices and **highlighting your own sustainability initiatives, you can inspire others to take action.** For the 2020 World Economic Forum in Davos, Switzerland, the event organizers focused on promoting sustainable practices and reducing waste. They used renewable energy sources, provided electric shuttles for transportation, and encouraged attendees to use digital resources instead of printed materials.

So there you have it – five ways to help make your events more sustainable and eco-friendly. By implementing these strategies, you can reduce your environmental impact and promote sustainability while still hosting an awesome event. Let's meet in person, like we thankfully can in 2023, but in a sustainable way!

At Mr. Bluefish we know that reducing our carbon footprint is critical towards a better future, eco-friendly packaging solutions is a step in the right direction.

But we don't just sell packaging; we help you think and be more sustainable. Our team of experts will help you understand the environmental impact of your current practices and identify areas where you can make a positive difference. We'll then work with you to implement sustainable alternatives that are cost-effective and planet-friendly.

Contact us to learn more about how we can help you achieve your sustainability goals.

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